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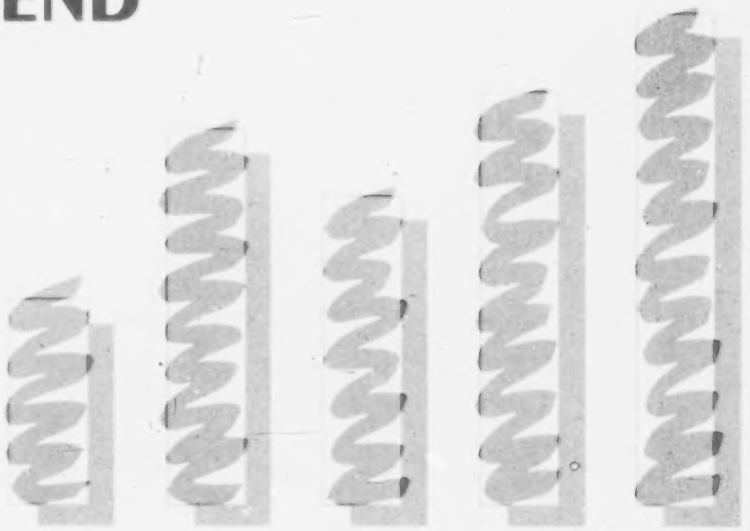
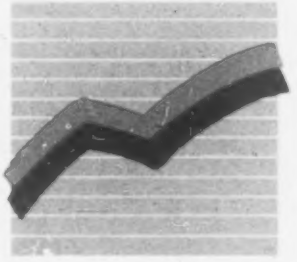
Audit Bureau of Circulations

1989 MAGAZINE TREND REPORT





Five-year circulation and advertising rate trends of 182 United States and 58 Canadian magazines

900 North Meacham Road, Schaumburg, Illinois 60173-4968

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ABC Magazine Trend Report 1984-1988

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FOREWORD

PURPOSE. The 1989 ABC Magazine Trend Report is published primarily for advertisers, advertising agencies and publishers interested in objective information on a large number of ABC-audited magazines.

This report includes circulation and advertising rate data for 182 U.S. and 56 Canadian ABC magazine members. The data in this edition have been compiled for the five year period from 1984-1988. U.S. magazines are grouped according to general interest categories which correspond to the publications' main listing in Standard Rate & Data's Consumer Magazine edition. The Canadian magazines are listed in two sections - English and French - and grouped according to general interest categories which correspond to the publications' main listing in Canadian Advertising Rates & Data.

CRITERIA. To be included in this report, a U.S. magazine must have an ABC-audited average paid circulation of at least 100,000 and an annual advertising revenue of at least $1,000,000. Canadian magazines must be ABC members.

PUBLICATIONS. The 1989 Edition includes nine (9) new U.S. and five (5) new Canadian magazine listings:

New U.S. Publications	New Canadian Publications
Art & Antiques	Canadian Workshop
BYTE Magazine	Crafts Plus
Cooking Light	Femme Plus
European Travel & Life	Inside Hockey
Firehouse	Ski Canada
Four Wheeler	
Golf Illustrated	
Inside Sports	
Science	

Previously listed publications not included in this edition are: Almanach du Peuple, Computing Now!, L'Argent Et Vous, Le Temps De Vivre, Sound & Vision, The Financial Post, TV HEBDO (Note: Temporarily deleted due to non-compliance with ABC Rules), WOW!, Your Money, You/Verve (Canada).

DATA FOR EACH MAGAZINE INCLUDES:

Average paid circulation
Percent of subscriptions
Post expiration copies
Total subscription sales
% circulation within 48 continental states
Subscription and single copy prices, with percent discount
Percent sold with premium
Advertising page rates - black & white and four color
Cost per page per thousand circulation
Advertising rate base/circulation guarantee
# of issues below rate base/circulation guarantee

In addition to the data provided on individual publications, indices are provided for each of the classifications. These tables use 1984 as the base year (if available) and show percentage changes for each subsequent year for three data items.

FOREWORD (cont.)

EXPLANATION OF DATA ITEMS AND SOURCES.

Average Paid Circulation. This figure, rounded to the nearest hundred, is a weighted average determined from Average Total Paid Circulation reported in Paragraph 1 of June and December Publisher's Statements and/or Initial Audit Reports (see Special Notes, page 7).

Percentage Subscription. Determined from same information used for Average Paid Circulation (above).

Post Expiration Copies. This figure is taken from Paragraph 7 of the June and December Publisher's Statements.

Total Subscriptions Sold. This figure, rounded to the nearest hundred, is the sum of the totals reported in Paragraphs 3-6 of June and December statements.

Percentage of U.S. Circulation. Determined by subtracting the total circulation for Alaska & Hawaii from the grand total and dividing by the grand total Circulation from Paragraph 12 of the June and December statements.

Percentage at Basic Rates. Determined by dividing the sum of lines 3a., 3b. and 3d. from June and December statements by Total Subscriptions Sold (above). NOTE: To maintain comparability with the data shown in previously issued ANA reports, all subscriptions sold at prices other than those reported as being sold at "lower than basic prices" have been included in the calculation of the "%@ Basic Rates." Accordingly, subscriptions sold at "higher than basic prices" and those sold at "association subscription prices" are included in the percentage of subscriptions sold at basic rates.

Percentage Sold with Premium. Determined by subtracting line 6a. from the Total Subscriptions Sold in Period and then divided by the Total Subscriptions Sold in Period for the June and December statements.

Single Copy Price/1 Yr. Sub. Price/% Disc. Information is taken from the December 31st reports of each year and reflect information in effect as of December 31st of each year. All prices shown reflect those noted as "Basic." The percent discount is based on the difference between the one year subscription price versus the single copy price multiplied by the total number of issues for the year.

Advertising Rates. For U.S. publications, the four color and black & white rates shown are those reported in effect as of December 31 of each year, based on Standard Rate and Data Services' Consumer Magazine issues. The advertising rates for Canadian publications were compiled from January 1985-1989 issues of Canadian Advertising Rates & Data.

Cost per Thousand. Determined by dividing the advertising rate by the average paid circulation and multiplying by 1,000.

Rate Base/Circulation Guarantee. Information on each publication's advertising rate base/circulation guarantee was obtained from released ABC Audit Reports. The abbreviation "N.C." (none claimed) appears for any year a publication may not have reported a rate base/circulation guarantee.

Issues Below Rate Base. A total # of issues that did not meet the publication's advertising rate base/circulation guarantee for the June and December statements.

FUTURE EDITIONS. The next edition of this report will incorporate 1989 data. Suggestions for making future editions more useful are welcomed.

GENERAL INFORMATION RELATING TO CIRCULATION METHODS USED BY PUBLISHERS

Audit Bureau of Circulations (ABC) reports provide quantitative facts on circulation, not qualitative measures of the relative merits of circulation methods. However, ABC figures provide a basis for questions to publishers regarding the use of various channels of distribution and selling techniques.

The publisher's selection of circulation sources is based primarily on the economics of each source for the particular publication, its long-range and short-range effects on the publication and over-all circulation objectives.

The following may be helpful in attaining a better understanding of the various channels of distribution used by magazine publishers and reported on in ABC Publisher's Statements and Audit Reports.

A. Single Copy Sales (Paragraph 1)

Single-copy sales are obtained through newsdealers, supermarkets, drugstores, confectionery stores, tobacco shops, hotels and other retail outlets. It has been stated that although the continuity of purchase of a magazine in this manner is more likely to be on an irregular basis, the act of buying is generally believed to indicate strong interest in the magazine purchased.

At the same time, special interest publications and others may place less emphasis on the importance of having single-copy circulation because of inherent marketing factors for reaching target audiences in the most economical manner.

Bulk and all other. This circulation is explained in Paragraph 11 of ABC reports. Normally such circulation includes multiple-copy sales of an individual issue to a single source and may be a part of a promotion program by the bulk purchaser.

B. Channels of Subscription Sales (Paragraph 5)

(a) Ordered by mail and/or direct request.

Usually this method of subscription procurement is considered by many publications to be the most important and profitable method of obtaining renewal subscriptions. It is frequently claimed that this is the largest source of new subscriptions and often represents the greatest number of subscription sales reported by ABC member magazines.

Using this method of subscription procurement, publishers can to a large extent direct their subscription promotion efforts to specific markets or prospects of predetermined and known characteristics. Renewals are generally solicited by mail and many publishers believe that new subscriptions "ordered by mail and/or direct request" produce a higher renewal rate.

Since it is considered difficult to utilize individualized sales approaches for this method of subscription solicitations, especially for new business, offers frequently include short-term "introductory" subscriptions at a special price, long-term subscriptions at substantial savings, or "sweepstakes" offers. Apparently, the use of combination offers or the offer of premiums are less frequently used as a procurement method for this type of subscription.

(b) Ordered through salespeople.

1. *Catalog agencies and individual agents.* The bulk of the subscription production from this source is generally in the form of institutional orders for schools, libraries, etc. Often this kind of business is solicited on a bid basis for magazine lists preselected by the institution. Copies sold through this source would seem more likely to have high multiple readership.
2. *Publisher's own and other publishers' salespeople and -*
3. *Independent agencies' salespeople.* Field selling staffs may be directly supervised by publisher personnel or they may be independently owned and operated. They may opt to sell on a direct contact basis or they may be sponsored by a local civic or charitable organization.

Field selling staffs are usually composed of "professionals" who depend on selling subscriptions as their livelihood. In order to validate that the sales staff of these agencies conform to the policies of the agency and/or publisher and the rules under which they are authorized (which might stipulate no sympathy appeals, full payment of the authorized price under the payment plan authorized, proper use of premiums or combinations, etc.), many publishers endeavor to verify a percentage of the orders by mail and/or field surveys and supervision.

It is generally felt that abuses in this type of selling are less frequent today than in the past. This can be attributed to the efforts of the Magazine Publishers Association, the Federal Trade Commission and individual publishers.

It is considered normal practice for field selling staffs, whether publisher-owned or independent, sponsored or unsponsored, to receive a higher commission rate than independent agents or subagents of catalog agencies. This could be either in the form of cash bonuses or lower remitting rates.

4. *Newspaper agencies.* Practically all subscriptions received through this channel are sold in combination with newspapers. It is customary to have one specified newspaper included in every combination offer. The combination usually will include several magazines, selected by the subscribers.

   Sales are made by the newspapers' carrier staffs or through a mail solicitation effort conducted by the newspaper.

5. *Members of schools, churches, fraternal and similar organizations.* Sales in this category differ from the sponsored sales of field staffs in that the sale is made by members of the school, church or other organization rather than by a professional salesperson.

   Generally, the student or organization member sells from a brochure listing many different titles. While friendship or a willingness to help out a good cause may enter into the decision to purchase, in entering into such a sale the customer nonetheless selects the magazine or magazines of their choice from the list.

(c) Association memberships.

Subscription prices of magazines issued by associations are often included in the annual dues and are non-deductible from those dues. In these cases the publisher usually has control over selling methods. The subscriber does not have the choice of free selection.

Some associations permit the member to deduct the price of a subscription to the publication from the dues. In these instances the subscriber makes the choice when joining the association or renewing the membership.

In either case, the method is explained in ABC reports, Paragraph 11 - Explanatory.

(d) All other channels.

When production is generated from other channels, these other channels are described in Paragraph 11.

C. Other Factors Influencing Circulation

Use of Premiums (Paragraph 6)

Premiums given with magazine subscriptions may be "free" to the subscriber, in that no additional charge is made for the premium, or an additional charge may be made for the premium. ABC rules require that such sales be properly reported.

One type of premium frequently used is a book containing the same general kinds of material as in the magazine. This is a "related" premium and usually indicates reader appeal in the subject matter appearing in the publication.

The second type of premium often used is "unrelated" to the magazine. Use of this kind of premium may have a significant influence on the subscription purchase.

The ABC rule on premiums requires that in order for the subscription to qualify as paid, the amount paid by the subscriber must equal the full value of the premium, plus not less than 50 percent of the basic subscription price of the publication for terms of one year or less. For terms of more than one year, it must be at least 50 percent of the pro rata of the basic annual prices for the term of the order. The value of the premium is either determined by a stated value or one based on cost plus 25 percent. The highest figure is the one used.

Duration of Subscriptions Sold (Paragraph 4)

While for many years it was considered to the publisher's advantage to obtain original and renewal subscriptions for as long a period as possible, the effect of current inflationary trends on postage and production costs is such that many publishers prefer to limit the number of long-term subscriptions and their long-term obligation at current prices.

At the other end of the scale, short-term subscriptions of less than one year's duration are generally considered worthwhile to the publisher only if they can be converted to longer-term renewals or to meet specified short-term circulation objectives.

Long-term subscriptions are frequently obtained through field staff solicitations while shorter "introductory" offers are usually associated with direct mail new business offers. The relative worth of one year subscriptions vs. two, three years or more, from a readership and responsiveness standpoint is subject to differing evaluations.

Post Expiration Copies (Paragraph 7)

Some publishers follow a policy terminating subscriptions promptly at expiration. Others consider serving additional copies past the expiration date as a good method of obtaining renewals and assuring continuity of service to the subscriber.

If copies are served consecutively without missing an issue, ABC rules permit including the copies served beyond expiration in paid circulation up to three months for domestic and six months for foreign subscriptions, providing at least 50 percent of the basic annual subscription price was paid originally. Subscriptions carried as post expiration copies beyond the specified period must be omitted from the paid circulation count.

Cost of Obtaining Circulation

Data on the costs of circulation acquisition do not appear in ABC reports as they represent confidential and internal operating costs of the publisher. Questions to publishers may sometimes elicit considerable information on costs, but such figures may be difficult to analyze and to compare unless it is known what factors may be included or excluded.

It is generally agreed that high-cost circulation is usually poor economics for the publisher over the long run; it may represent a poor investment for the reader if editorial quality is impaired to support it; and a poor buy for the advertiser if it does not produce interested and responsive readers.

At the same time, the cost of circulation acquisition should be considered in terms of the overall life of the subscription. Some subscription sources may have an initially higher cost or involve considerable investment by the publisher, but will represent more economical or low-cost circulation to the publisher over the long run because of a high renewal performance.

SPECIAL NOTES

Not all of the publications included in this report were magazine members of ABC during the entire period of 1984 through 1988. As only ABC circulation data were used, no information has been shown in the report for those years that the publication did not hold ABC magazine membership.

The following information pertains to those magazines not having trend data for the full five year period covered by this report.

U.S. PUBLICATIONS:

Cooking Light - Initial Audit covered the six-month period ended June 30, 1987.

Country Home - Initial Audit covered the six-month period ended December 31, 1984.

Elle - Initial Audit covered the six-month period ended December 31, 1985.

Good Food - Initial Audit covered the six-month period ended June 30, 1986.

M, The Civilized Man - Initial Audit covered the three-month period ended March 31, 1984.

Scientific American - Initial Audit covered the six-month period ended June 30, 1987.

Spectrum - Initial Audit covered the six-month period ended December 31, 1984.

Traveler - Initial Audit covered the six-month period ended June 30, 1984.

CANADIAN PUBLICATIONS:

Canadian Business - The Bureau's Board of Directors approved a transfer from Business Publication to Magazine for Canadian Business effective with the Publisher's Statement covering the period ended June 30, 1984.

Coup de Pouce - Initial Audit covered the six-month period ended June 30, 1984.

Coup de Pouce Extra - Initial Audit covered the six-month period ended December 31, 1985.

Eastern Woods & Waters - Initial Audit covered the six-month period ended June 30, 1987.

Femme Plus - Initial Audit Covered the six-month period ended June 30, 1988.

Inside Hockey - Initial Audit covered the six-month period ended June 30, 1988.

Plans de Maisons du Quebec - Initial Audit covered the six-month period ended June 30, 1987.

Quebec Yachting Voile & Moteur - Initial Audit covered the six-month period ended December 31, 1985.

Sante - Initial Audit covered the six-month period ended June 30, 1987.

Sel Et Poivre - Initial Audit covered the six-month period ended June 30, 1987.

Ski Canada - Initial Audit covered the six-month period ended June 30, 1988.

SPECIAL NOTES (cont.)

Some magazines carry a variable/seasonal advertising rate base, or circulation guarantee or change the advertising rate throughout a given calendar year. These magazines are listed below. For further information, please refer to their June and December Publisher's Statements.

U.S.

Americana
American Health - Fitness of Body and Mind
The American Legion Magazine
American Photographer
Art & Antiques
The Atlantic
Backpacker
Boston Magazine
Business Week
Car and Driver
Changing Times, The Kiplinger Magazine
Colonial Homes
Connoisseur
Consumers Digest
Country Home
Country Journal
Country Living
Cycle World
Discover
The Economist
Elle
Esquire
European Travel & Life
Family Circle
Financial World
Firehouse
Flower & Garden Magazine
Food & Wine
Four Wheeler
Games
Glamour
Golf Illustrated
Golf Magazine
Good Food
GQ-Gentlemen's Quarterly
Harper's Bazaar
Harper's Magazine
Harvard Business Review
Health
High Fidelity
High Technology Business
Home
Home Mechanix
Home Office Computing
Homeowner
House Beautiful
Inside Sports
Ladies' Home Journal
Life
Los Angeles Magazine
Mademoiselle
McCall's
Modern Maturity
Modern Photography
Money
Motorland
M, The Civilized Man
National Lampoon
Natural History
New Choices For The Best Years
New England Monthly
New Woman
Omni
1,001 Home Ideas
Outside
Penthouse
People Weekly
Playboy
Prevention
Psychology Today
Rolling Stone
Salt Water Sportsman
San Francisco Focus
Satellite Orbit
The Saturday Evening Post
Savvy Woman
Self
Seventeen
Ski Magazine
Soap Opera Digest
Southern Accents
Southern Living
Sport
The Sporting News
Success
Sylvia Porter's Personal Finance Magazine
Traveler
Travel & Leisure
True Story
TV Guide
US
Venture
Video
Vogue
"W"
Weight Watchers Magazine
Woman's Day
The Workbasket
Workbench
Working Mother
Working Woman
World Tennis
Yankee

CANADA

Outdoor Canada

ALPHABETICAL LISTING OF U.S. PUBLICATIONS

Publication	Classification
Americana	Home Service & Home
American Health-Fitness of Body and Mind	Health
• American Heritage	General Editorial
American Hunter, The	Fishing & Hunting
American Legion Magazine, The	Fraternal, Professional Groups, Service Clubs, Veteran's Organizations & Associations
• American Photographer	Photography
American Rifleman, The	Fishing & Hunting
• Architectural Digest	Home Service & Home
Art & Antiques	Art & Antiques
• Atlantic, The	General Editorial
• Backpacker	Camping & Outdoor Recreation
Bassmaster Magazine	Fishing & Hunting
• Better Homes & Gardens	Home Service & Home
• Bicycling	Sports
• Black Enterprise	Business & Finance
• Bon Appetit	Epicurean
Boston Magazine	Metropolitan/Regional/State
• Boys' Life	Youth
• Bride's	Brides, Bridal
• Business Week	Business & Finance
BYTE Magazine	Computers
California Magazine	Metropolitan/Regional/State
• Car and Driver	Automotive
• Car Craft	Automotive
Changing Times, The Kiplinger Magazine	General Editorial
• Colonial Homes	Home Service & Home
• Conde Nast Traveler	Travel
• Connoisseur	General Editorial
Consumers Digest	General Editorial
•* Cooking Light	Women's
• Cosmopolitan	Women's
•* Country Home	Home Service & Home
Country Journal	Home Service & Home
• Country Living	Home Service & Home
Crafts	Crafts, Games, Hobbies & Models
• Cycle World	Motorcycle
• Discover	Science/Technology
• Ebony	General Editorial
Economist, The	Business & Finance
Elks Magazine, The	Fraternal, Professional Groups, Service Clubs, Veteran's Organizations & Associations
•* Elle	Women's/Men's Fashions, Beauty & Grooming
Endless Vacation	Travel
• Esquire	Men's
• Essence	Women's
• European Travel & Life	Travel
• Family Circle	Women's
• Family Handyman, The	Home Service & Home
• Field & Stream	Fishing & Hunting
Financial World	Business & Finance
Firehouse	Men's
Flower & Garden Magazine	Gardening (Home)
• Food & Wine	Epicurean
• Forbes	Business & Finance
• Fortune	Business & Finance
Four Wheeler	Automotive
• Games	Crafts, Games, Hobbies & Models
• Glamour	Women's/Men's Fashions, Beauty & Grooming
• Golf Digest	Sports
• Golf Illustrated	Sports
• Golf Magazine	Sports
•* Good Food	Epicurean
• Good Housekeeping	Women's
• Gourmet	Epicurean
• GQ-Gentlemen's Quarterly	Men's
• Grit	General Editorial
• Guns & Ammo	Fishing & Hunting
Hadassah Magazine	Fraternal, Professional Groups, Service Clubs, Veteran's Organizations & Associations
• Harper's Bazaar	Women's/Men's Fashions, Beauty & Grooming
• Harper's Magazine	General Editorial
Harvard Business Review	Business & Finance
• Health	Health
• HG-House & Garden	Home Service & Home
High Fidelity	Music
High Technology Business	Business & Finance
• Home	Home Service & Home
• Home Mechanix	Mechanics & Science
• Home Office Computing	Computers
• Homeowner	Home Service & Home
• Hot Rod	Automotive
• House Beautiful	Home Service & Home
• Inc.	Business & Finance
• Inside Sports	Sports
• Jet	News-Weeklies
• Ladies' Home Journal	Women's
• Life	General Editorial
Los Angeles Magazine	Metropolitan/Regional/State
• Mademoiselle	Women's/Men's Fashions, Beauty & Grooming
• McCall's	Women's
• Metropolitan Home	Home Service & Home
Michigan Living	Travel
• Modern Bride	Brides, Bridal
• Modern Maturity	Senior Citizens
Modern Photography	Photography
• Money	General Editorial
Mother Earth News	General Editorial
Motorland	Travel
• Motor Trend	Automotive
• Ms. Magazine	Women's
•* M, The Civilized Man	Men's
Muscle & Fitness	Sports
• National Geographic Magazine	General Editorial
National Lampoon	Men's
• Nation's Business	Business & Finance
• Natural History	Science/Technology
• New Choices For The Best Years	Senior Citizens
New England Monthly	Metropolitan/Regional/State
• Newsweek	News-Weeklies
• New Woman	Women's
• New Yorker, The	General Editorial
• New York Magazine	News-Weeklies
NRTA/AARP News Bulletin	Senior Citizens

ALPHABETICAL LISTING OF U.S. PUBLICATIONS (cont.)

Publication	Classification
• Omni	Science/Technology
• 1,001 Home Ideas	Home Service & Home
• Organic Gardening	Gardening (Home)
• Outdoor Life	Fishing & Hunting
• Outside	Sports
• Parents	Women's
• Penthouse	Men's
• People Weekly	News-Weeklies
• Playboy	Men's
• Popular Mechanics	Mechanics & Science
• Popular Science	Mechanics & Science
• Practical Homeowner	Home Service & Home
• Prevention	Health
• Psychology Today	General Editorial
• Reader's Digest	General Editorial
• Redbook	Women's
• Road & Track	Automotive
• Rolling Stone	Music
• Runner's World	Sports
Salt Water Sportsman	Boating & Yachting
San Francisco Focus	Metropolitan/Regional/State
Satellite Orbit	TV & Radio/Communications & Electronics
Saturday Evening Post, The	General Editorial
• Savvy Woman	Business & Finance
Science	Science/Technology
Science News	Science/Technology
•* Scientific American	Science/Technology
• Self	Women's
• Seventeen	Women's
• Shape Magazine	Women's
• Skiing	Sports
• Ski Magazine	Sports
• Skin Diver Magazine	Sports
• Smithsonian	General Editorial
• Soap Opera Digest	Women's
• Southern Accents	Home Service & Home
• Southern Living	Home Service & Home
•* Spectrum	Science/Technology
• Sport	Sports
• Sporting News, The	News-Weeklies
• Sports Afield	Fishing & Hunting
• Sports Illustrated	News-Weeklies
• Star	General Editorial
Success	General Editorial
• Sunset, The Magazine of Western Living	Home Service & Home
• Sylvia Porter's Personal Finance Magazine	Business & Finance
• Teen	Women's
• Tennis	Sports
Texas Monthly	Metropolitan/Regional/State
• Time-The Weekly Newsmagazine	News-Weeklies
• Town & Country	General Editorial
Trailer Life	Campers, RV, Mobile Homes & Trailers
• Travel & Leisure	Travel
•* Traveler	Travel
• True Story	Women's
• TV Guide	News-Weeklies
• US	News-Biweeklies, Semi-Monthlies
• U.S. News & World Report	News-Weeklies
• Vanity Fair	General Editorial
• Venture	Business & Finance
Video	TV & Radio/Communications & Electronics
• Vogue	Women's/Men's Fashions, Beauty & Grooming
• "W"	Women's
• Weight Watchers Magazine	Epicurean
• Woman's Day	Women's
Workbasket, The	Women's
Workbench	Home Service & Home
• Working Mother	Women's
• Working Woman	Women's
• World Tennis	Sports
• Yankee	General Editorial

U.S. PUBLICATIONS BY CLASSIFICATION

Art & Antiques
- Art & Antiques

Automotive
- Car and Driver
- Car Craft
- Four Wheeler
- Hot Rod
- Motor Trend
- Road & Track

Boating & Yachting
- Salt Water Sportsman

Brides, Bridal
- Bride's
- Modern Bride

Business & Finance
- Black Enterprise
- Business Week
- Economist, The
- Financial World
- Forbes
- Fortune
- Harvard Business Review
- High Technology Business
- Inc.
- Nation's Business
- Savvy Woman
- Sylvia Porter's Personal Finance Magazine
- Venture

Campers, RV, Mobile Homes & Trailers
- Trailer Life

Camping & Outdoor Recreation
- Backpacker

Computers
- BYTE Magazine
- Home Office Computing

Crafts, Games, Hobbies & Models
- Crafts
- Games

Epicurean
- Bon Appetit
- Food & Wine
- *Good Food
- Gourmet
- Weight Watchers Magazine

Fishing & Hunting
- American Hunter, The
- American Rifleman, The
- Bassmaster Magazine
- Field & Stream
- Guns & Ammo
- Outdoor Life
- Sports Afield

Fraternal, Professional Groups, Service Clubs, Veteran's Organizations & Associations
- American Legion Magazine, The
- Elks Magazine, The
- Hadassah Magazine

Gardening (Home)
- Flower & Garden Magazine
- Organic Gardening

General Editorial
- American Heritage
- Atlantic, The
- Changing Times, The Kiplinger Magazine
- Connoisseur
- Consumers Digest
- Ebony
- Grit
- Harper's Magazine
- Life

General Editorial (cont.)
- Money
- Mother Earth News
- National Geographic Magazine
- New Yorker, The
- Psychology Today
- Reader's Digest
- Saturday Evening Post, The
- Smithsonian
- Star
- Success
- Town & Country
- Vanity Fair
- Yankee

Health
- American Health-Fitness of Body and Mind
- Health
- Prevention

Home Service & Home
- Americana
- Architectural Digest
- Better Homes & Gardens
- Colonial Homes
- *Country Home
- Country Journal
- Country Living
- Family Handyman, The
- HG-House & Garden
- Home
- Homeowner
- House Beautiful
- Metropolitan Home
- 1,001 Home Ideas
- Practical Homeowner
- Southern Accents
- Southern Living
- Sunset, The Magazine of Western Living
- Workbench

Mechanics & Science
- Home Mechanix
- Popular Mechanics
- Popular Science

Men's
- Esquire
- Firehouse
- GQ-Gentlemen's Quarterly
- *M, The Civilized Man
- National Lampoon
- Penthouse
- Playboy

Metropolitan/Regional/State
- Boston Magazine
- California Magazine
- Los Angeles Magazine
- New England Monthly
- San Francisco Focus
- Texas Monthly

Motorcycle
- Cycle World

Music
- High Fidelity
- Rolling Stone

News-Weeklies
- Jet
- Newsweek
- New York Magazine
- People Weekly
- Sporting News, The
- Sports Illustrated
- Time-The Weekly Newsmagazine
- TV Guide
- U.S. News & World Report

News-Biweeklies, Semi-Monthlies
- US

Photography
- American Photographer
- Modern Photography

Science/Technology
- Discover
- Natural History
- Omni
- Science
- Science News
- *Scientific American
- *Spectrum

Senior Citizens
- Modern Maturity
- New Choices For The Best Years
- NRTA/AARP News Bulletin

Sports
- Bicycling
- Golf Digest
- Golf Illustrated
- Golf Magazine
- Inside Sports
- Muscle & Fitness
- Outside
- Runner's World
- Skiing
- Ski Magazine
- Skin Diver Magazine
- Sport
- Tennis
- World Tennis

Travel
- Conde Nast Traveler
- Endless Vacation
- European Travel & Life
- Michigan Living
- Motorland
- Travel & Leisure
- *Traveler

TV & Radio/Communications & Electronics
- Satellite Orbit
- Video

Women's
- *Cooking Light
- Cosmopolitan
- Essence
- Family Circle
- Good Housekeeping
- Ladies' Home Journal
- McCall's
- Ms. Magazine
- New Woman
- Parents
- Redbook
- Self
- Seventeen
- Shape Magazine
- Soap Opera Digest
- Teen
- True Story
- "W"
- Woman's Day
- Workbasket, The
- Working Mother
- Working Woman

Women's/Men's Fashions, Beauty & Grooming
- *Elle
- Glamour
- Harper's Bazaar
- Mademoiselle
- Vogue

Youth
- Boys' Life

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INDIVIDUAL PUBLICATION LISTINGS BY CLASSIFICATION

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
Art & Antiques																	
ART & ANTIQUES																	
1988	108.9	98.7	94.2	110.5	13.1	0.0	4.75	29.95	36.9	10	.3	N.C.	N.A.	5440	49.95	6550	60.15
1987	115.8	98.6	94.3	103.1	17.2	0.1	4.75	29.95	36.9	10	.0	100.0	0	4940	42.66	5950	51.38
1986	100.1	98.6	93.7	102.3	15.1	3.1	4.75	29.95	36.9	10	.0	N.C.	N.A.	4295	42.91	5175	51.70
1985#	65.7	99.1	96.5	102.6	19.6	0.0	6.00	36.00	40.0	10	1.5	75.0	3	3125	47.56	4075	62.02
1984	47.5	97.7	95.4	70.1	5.9	0.0	6.00	36.00	25.0	8	3.3	N.C.	N.A.	3125	65.79	4075	85.79
Automotive																	
CAR AND DRIVER																	
1988	935.1	91.1	76.5	628.1	35.9	0.3	2.75	16.98	48.5	12	.0	900.0	0	29855	31.93	45960	49.15
1987#	909.6	92.4	75.4	651.4	36.5	2.0	2.50	16.98	43.4	12	.0	900.0	2	27900	30.67	42955	47.22
1986#	912.0	92.0	73.3	556.0	35.3	0.2	2.50	16.98	43.4	12	.0	900.0	3	26570	29.13	40910	44.86
1985#	906.7	91.7	73.3	550.6	31.1	0.1	2.50	16.98	43.4	12	.0	900.0	3	25065	27.64	38600	42.57
1984#	854.3	91.9	71.7	518.3	29.7	0.0	2.25	16.98	37.1	12	.0	900.0	1	22995	26.92	35410	41.45
CAR CRAFT																	
1988	409.0	93.2	56.8	268.4	16.2	2.8	2.25	15.94	41.0	12	3.9	400.0	5	8500	20.78	13600	33.25
1987	404.8	92.7	52.8	237.4	16.5	3.0	2.00	15.94	33.6	12	.0	400.0	5	8100	20.01	12960	32.02
1986	407.7	92.2	50.3	217.6	17.9	2.5	2.00	13.94	41.9	12	5.5	400.0	4	7680	18.84	12290	30.14
1985	439.8	92.1	53.3	181.2	22.4	4.3	1.75	12.94	38.4	12	.0	400.0	1	7000	15.92	11200	25.47
1984	427.3	91.4	53.1	276.1	25.0	0.0	1.75	11.94	43.1	12	.0	400.0	2	6700	15.68	10720	25.09
FOUR WHEELER																	
1988#	312.6	91.5	55.4	168.0	25.7	7.5	2.50	14.87	50.4	12	.0	280.0	0	6190	19.80	9405	30.09
1987#	266.4	91.8	52.0	164.3	41.7	18.1	2.50	14.87	50.4	12	.0	250.0	0	5265	19.76	7995	30.01
1986#	218.1	91.0	45.4	83.7	24.8	24.1	2.50	14.87	50.4	12	1.5	185.0	0	3825	17.54	5662	25.96
1985#	204.0	90.6	43.2	89.3	38.8	59.7	2.50	13.87	53.8	12	9.5	170.0	0	3542	17.36	5243	25.70
1984	187.8	90.6	40.6	72.3	1.8	29.0	2.50	11.89	60.4	12	7.8	N.C.	N.A.	3177	16.92	4702	25.04
HOT ROD																	
1988	887.9	94.0	69.7	656.9	18.5	45.9	2.50	17.94	40.2	12	.0	800.0	0	17000	19.15	27200	30.63
1987	853.7	93.4	67.8	691.1	18.1	3.8	2.25	17.94	33.6	12	.0	800.0	0	16200	18.98	25920	30.36
1986	807.9	93.4	66.9	580.7	19.7	2.0	2.25	15.94	41.0	12	6.4	800.0	6	15360	19.01	24575	30.42
1985	856.8	92.6	65.6	507.0	23.6	2.2	2.00	13.94	41.9	12	.0	800.0	1	14000	16.34	22400	26.14
1984	860.2	92.0	64.6	550.8	29.6	0.0	1.75	11.94	43.1	12	.0	800.0	0	13400	15.58	21440	24.92
MOTOR TREND																	
1988	784.3	93.5	72.5	584.3	20.5	1.7	2.75	19.94	39.6	12	38.6	750.0	1	21560	27.49	34495	43.98
1987	747.4	93.9	73.6	443.0	22.2	6.4	2.50	18.94	36.9	12	23.9	750.0	6	20435	27.34	32695	43.74
1986	761.0	93.5	72.5	494.9	21.8	3.3	2.50	15.94	46.9	12	7.4	750.0	4	19315	25.38	30905	40.61
1985	765.9	93.5	71.6	491.8	28.8	1.0	2.25	13.94	48.4	12	.0	750.0	3	17625	23.01	28200	36.82
1984	767.8	93.6	71.9	504.4	36.5	0.0	2.00	11.94	50.3	12	.0	750.0	4	16125	21.00	25800	33.60

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Automotive (cont.)																	
ROAD & TRACK																	
1988	703.5	86.9	68.6	426.6	21.6	0.1	2.75	19.94	39.6	12	22.7	700.0	3	22730	32.31	35705	50.75
1987	677.0	87.9	66.0	386.6	19.6	1.4	2.50	19.94	33.5	12	.0	700.0	7	21245	31.38	33370	49.29
1986	711.7	87.4	61.2	439.7	19.1	0.2	2.50	17.94	40.2	12	.0	700.0	0	20045	28.16	31485	44.24
1985	735.2	87.5	61.5	443.2	19.1	3.1	2.50	17.94	40.2	12	.0	700.0	0	18910	25.72	29705	40.40
1984	740.1	88.7	64.2	427.2	14.3	5.3	2.00	17.94	25.3	12	.0	700.0	0	17190	23.23	27005	36.49
Boating & Yachting																	
SALT WATER SPORTSMAN																	
1988	135.1	96.1	81.1	98.0	55.4	23.0	2.95	19.95	43.6	12	9.6	134.0	2	4880	36.12	7300	54.03
1987#	127.7	95.9	80.0	90.8	70.9	23.5	2.50	19.95	33.5	12	9.7	134.0	3	4205	32.93	6295	49.30
1986#	121.1	95.5	80.5	94.5	87.3	26.1	2.50	19.95	33.5	12	17.7	120.0	3	3770	31.13	5645	46.61
1985#	114.7	96.1	79.6	83.3	79.5	24.6	2.50	18.00	40.0	12	18.8	112.0	2	3525	30.73	5275	45.99
1984#	113.7	96.2	79.7	80.3	78.4	19.4	2.00	18.00	25.0	12	17.8	112.0	0	3145	27.66	4760	41.86
Brides, Bridal																	
BRIDE'S																	
1988	423.0	90.0	10.1	46.7	71.5	0.0	4.00	18.00	25.0	6	0	N.C.	N.A.	18080	42.74	22500	53.19
1987	403.5	90.2	12.5	56.7	75.8	0.0	4.00	15.00	37.5	6	0	N.C.	N.A.	17050	42.26	21220	52.59
1986	382.5	90.7	13.0	64.7	85.5	0.0	4.00	12.00	50.0	6	0	N.C.	N.A.	15930	41.65	19830	51.84
1985	375.6	91.1	10.1	51.5	79.0	0.0	3.50	12.00	42.9	6	0	N.C.	N.A.	14750	39.27	18360	48.88
1984	371.5	90.6	10.4	32.7	17.5	0.0	3.50	12.00	42.9	6	0	N.C.	N.A.	13660	36.77	17000	45.76
MODERN BRIDE																	
1988	370.0	90.7	8.6	40.2	19.1	0.0	4.00	18.98	20.9	6	.0	N.C.	N.A.	16700	45.14	20875	56.42
1987	354.0	90.6	11.2	47.2	14.2	0.0	4.00	18.98	20.9	6	.0	N.C.	N.A.	15755	44.51	19695	55.64
1986	326.3	91.9	13.1	70.2	12.5	0.0	4.00	15.00	37.5	6	.0	N.C.	N.A.	15370	47.10	19215	58.89
1985	330.3	90.4	12.1	65.4	11.9	0.0	3.50	15.00	28.6	6	.0	N.C.	N.A.	14230	43.08	17790	53.86
1984	330.5	84.6	11.4	73.7	11.0	0.0	3.50	15.00	28.6	6	.0	N.C.	N.A.	13425	40.62	16785	50.79
Business & Finance																	
BLACK ENTERPRISE																	
1988	233.5	98.6	94.2	144.5	21.7	0.0	1.95	15.00	35.9	12	25.6	230.0	3	9080	38.89	11610	49.72
1987	239.1	98.5	94.8	205.0	15.5	0.0	1.95	15.00	35.9	12	23.9	230.0	1	9080	37.98	11610	48.56
1986	235.6	98.6	95.7	217.0	15.4	0.0	1.95	15.00	35.9	12	41.0	230.0	4	9080	38.54	11610	49.28
1985	232.1	98.6	94.8	241.0	10.9	0.0	1.95	15.00	35.9	12	48.5	230.0	9	9080	39.12	11610	50.02
1984	245.5	98.5	95.0	197.2	14.1	0.0	1.75	15.00	28.6	12	44.4	250.0	9	8840	36.01	11300	46.03
BUSINESS WEEK																	
1988#	981.6	87.3	94.6	863.5	48.0	26.8	2.00	39.95	60.8	51	19.9	962.0	1	32740	33.35	49760	50.69
1987#	952.3	86.3	94.3	874.1	47.9	24.8	2.00	39.95	60.8	51	9.8	902.0	0	35150	36.91	53430	56.11
1986#	877.3	86.3	96.2	820.5	55.4	24.1	2.00	39.95	60.8	51	43.1	860.0	10	32142	36.64	48854	55.69
1985#	871.1	87.1	96.3	846.8	60.7	36.1	2.00	39.95	60.8	51	65.2	856.0	15	29720	34.12	45188	51.87
1984#	857.0	86.7	96.2	909.9	62.6	28.5	2.00	39.95	61.6	52	79.6	856.0	22	27636	32.25	36660	42.78

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Business & Finance (cont.)

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ECONOMIST, THE																	
1988#	144.6	81.2	91.7	210.7	21.2	0.1	3.00	75.00	51.0	51	.0	140.0	3	5800	40.11	7000	48.41
1987#	128.7	83.2	91.7	198.6	28.9	0.5	3.00	98.00	37.2	52	.0	125.4	0	12600	97.90	22900	177.93
1986#	115.8	83.8	91.6	185.3	23.6	0.0	2.50	85.00	33.3	51	.0	115.0	1	11410	98.53	20800	179.62
1985	106.3	82.8	91.9	161.7	25.3	0.0	2.50	85.00	33.3	51	.0	100.0	0	9800	92.19	17700	166.51
1984	101.8	85.6	92.5	168.4	19.6	0.0	2.50	85.00	33.3	51	.0	100.0	13	9800	96.27	17700	173.87
FINANCIAL WORLD																	
1988	291.3	98.5	98.6	543.7	14.7	61.2	3.00	39.00	51.9	27	27.9	275.0	4	12455	42.76	18685	64.14
1987#	219.8	98.5	97.5	437.4	9.1	0.0	3.00	44.95	42.4	26	19.8	220.0	3	10555	48.02	15835	72.04
1986#	165.6	98.8	96.4	271.1	4.0	0.9	2.50	44.95	30.8	26	16.9	165.0	6	7995	48.28	11995	72.43
1985#	136.5	98.5	96.0	213.7	7.0	2.3	2.50	44.95	30.8	26	15.2	140.0	4	6995	51.25	10495	76.89
1984#	115.5	98.8	94.0	200.3	6.2	0.0	2.00	41.95	19.3	26	19.4	125.0	7	6250	54.11	9375	81.17
FORBES																	
1988	740.4	97.0	95.2	726.3	61.2	36.4	3.75	48.00	54.3	28	.0	735.0	0	28170	38.05	42820	57.83
1987	734.4	97.0	94.8	642.7	69.7	25.9	3.50	45.00	54.1	28	0	720.0	0	24930	33.95	37890	51.59
1986	730.2	97.0	95.2	785.5	68.6	26.3	3.50	42.00	57.1	28	.0	720.0	0	23790	32.58	36180	49.55
1985	729.5	96.9	95.1	644.6	74.3	28.9	3.00	42.00	51.7	29	.0	720.0	0	22210	30.45	33760	46.28
1984	726.2	96.8	95.1	565.1	74.8	18.8	3.00	39.00	55.2	29	.0	715.0	0	20280	27.93	30800	42.41
FORTUNE																	
1988	768.8	80.6	93.7	943.6	69.5	47.0	3.50	0.00	0.0	27	12.0	755.0	2	28350	36.88	43380	56.43
1987	770.1	80.4	93.6	859.4	78.3	43.0	3.50	44.50	52.9	27	5.5	750.0	0	29440	38.23	45040	58.49
1986	746.5	80.5	94.8	832.6	69.0	41.3	3.50	44.50	51.1	26	37.6	725.0	1	28040	37.56	42900	57.47
1985	728.9	80.4	95.7	783.7	62.8	40.1	3.50	42.00	53.8	26	26.0	715.0	4	25800	35.40	39470	54.15
1984	710.0	81.6	95.7	802.7	51.8	36.8	3.00	39.00	50.0	26	31.3	690.0	1	23700	33.38	36020	50.73
HARVARD BUSINESS REVIEW																	
1988	204.1	85.0	96.8	473.0	97.8	54.1	8.50	49.00	17.6	7	16.8	200.0	15	8500	41.65	11500	56.34
1987#	211.7	83.9	97.7	342.0	97.6	64.8	8.50	49.00	3.9	6	18.1	N.C.	N.A.	7200	34.01	8700	41.10
1986#	211.7	80.1	97.9	216.0	88.9	35.0	8.50	49.00	3.9	6	45.4	N.C.	N.A.	7200	34.01	10000	47.24
1985	236.2	81.6	98.0	249.8	97.2	31.4	6.00	35.00	2.8	6	23.1	240.0	4	6315	26.74	8675	36.73
1984#	242.7	81.0	98.2	286.6	100.0	36.6	6.00	35.00	2.8	6	5.0	240.0	1	5845	24.08	8030	33.09
HIGH TECHNOLOGY BUSINESS																	
1988	146.6	87.1	95.5	58.5	54.5	3.9	5.00	60.00	0.0	12	13.2	N.C.	N.A.	8900	60.71	11460	78.17
1987#	193.5	84.5	92.2	80.9	57.1	15.6	3.00	30.00	16.7	12	6.2	200.0	9	8900	45.99	11460	59.22
1986#	299.6	88.9	92.7	279.1	40.4	42.0	3.00	30.00	16.7	12	.0	200.0	4	7295	24.35	9395	31.36
1985	303.8	87.1	92.0	345.1	86.5	31.2	2.00	21.00	12.5	12	.0	300.0	3	10495	34.55	15745	51.83
1984	305.5	88.7	89.9	542.2	23.5	11.3	2.00	21.00	12.5	12	22.3	300.0	4	9540	31.23	12450	40.75

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Business & Finance (cont.)																	
INC.																	
1988	638.9	98.0	93.8	828.5	7.5	49.4	3.00	25.00	30.6	12	.0	630.0	2	26610	41.65	40715	63.73
1987	632.3	98.1	94.5	852.8	8.0	58.6	3.00	24.00	33.3	12	.0	625.0	1	25105	39.70	38410	60.75
1986	604.0	98.0	95.4	711.0	13.7	72.1	3.00	24.00	33.3	12	.0	600.0	1	23245	38.49	35565	58.88
1985	608.2	97.7	95.4	1201.0	8.1	34.0	3.00	24.00	33.3	12	.0	600.0	2	21950	36.09	32925	54.14
1984	526.3	97.8	93.6	1081.6	4.6	7.5	3.00	24.00	33.3	12	.0	550.0	5	18940	35.99	24715	46.96
NATION'S BUSINESS																	
1988	859.7	98.8	99.7	822.8	89.7	0.0	2.50	22.00	26.7	12	.0	850.0	0	19350	22.51	28930	33.65
1987	858.8	99.0	99.5	845.9	94.1	0.0	2.50	22.00	26.7	12	.0	850.0	0	19350	22.53	28930	33.69
1986	864.7	99.1	99.4	849.3	95.9	0.0	2.50	22.00	26.7	12	.0	850.0	0	18430	21.31	27550	31.86
1985	868.7	98.8	99.7	826.1	99.0	0.0	2.50	22.00	26.7	12	.0	850.0	0	17390	20.02	25990	29.92
1984	863.5	98.5	99.9	781.3	99.3	0.0	2.25	22.00	18.5	12	39.4	850.0	0	15980	18.51	23980	27.77
SAVVY WOMAN																	
1988	410.1	98.7	97.7	578.8	33.9	0.0	2.00	18.00	25.0	12	.0	400.0	0	10960	26.73	16395	39.98
1987#	406.2	98.6	97.1	978.6	12.3	0.0	2.00	18.00	25.0	12	.0	400.0	0	9225	22.71	13800	33.97
1986#	362.5	98.3	94.8	710.7	73.0	0.0	2.00	18.00	25.0	12	19.8	350.0	0	7750	21.38	11600	32.00
1985	321.1	98.1	93.0	572.6	73.7	0.6	2.00	12.00	50.0	12	45.2	300.0	1	7750	24.14	11600	36.13
1984	304.8	97.8	94.7	314.2	39.1	0.0	2.00	12.00	50.0	12	68.5	300.0	2	7150	23.46	10650	34.94
SYLVIA PORTER'S PERSONAL FINANCE MAGAZINE																	
1988#	480.0	97.8	91.4	440.8	2.5	0.0	1.95	19.97	2.4–	10	26.6	500.0	3	10250	21.35	15245	31.76
1987	403.7	98.1	87.6	444.7–	6.4	0.0	2.50	19.97	20.1	10	14.7	400.0	2	7670	19.00	11400	28.24
1986	351.1	98.3	86.4	448.1	13.0	0.5	2.50	19.97	20.1	10	53.4	350.0	1	6390	18.20	9500	27.06
1985	355.3	98.0	85.3	388.9	89.6	1.1	2.50	11.97	20.2	6	9.0	350.0	0	5850	16.46	8700	24.49
1984	300.0	98.2	75.9	412.8	91.5	0.9	2.00	9.97	16.9	6	.0	250.0	0	3900	13.00	5800	19.33
VENTURE																	
1988	453.7	96.5	95.8	222.4	15.2	23.2	3.00	18.00	50.0	12	11.7	450.0	5	18960	41.79	29370	64.73
1987#	402.8	97.1	95.5	362.8	17.4	7.1	3.00	18.00	50.0	12	5.6	425.0	2	17235	42.79	26700	66.29
1986#	330.4	96.7	92.8	395.4	42.3	14.2	3.00	18.00	50.0	12	46.0	330.0	4	12995	39.33	19995	60.52
1985#	312.6	96.5	92.5	241.1	33.9	9.4	3.00	18.00	50.0	12	22.2	300.0	0	12995	41.57	19995	63.96
1984#	288.0	97.1	91.8	345.6	5.7	0.0	2.50	18.00	40.0	12	26.0	275.0	0	11330	39.34	17560	60.97
Campers, RV, Mobile Homes & Trailers																	
TRAILER LIFE																	
1988	326.8	97.1	94.1	227.6	2.0	0.0	2.50	18.00	40.0	12	.0	N.C.	N.A.	6885	21.07	9970	30.51
1987	327.6	97.8	94.1	334.3	1.7	0.0	2.00	18.00	25.0	12	.0	N.C.	N.A.	6555	20.01	9495	28.98
1986	310.2	97.8	93.8	262.4	2.0	0.0	2.00	16.00	33.3	12	.0	N.C.	0	6245	20.13	9045	29.16
1985	305.7	97.8	94.1	246.0	2.1	0.0	2.00	16.00	33.3	12	.0	N.C.	0	5875	19.22	8525	27.89
1984	304.0	97.7	94.0	245.3	1.9	0.0	2.00	16.00	33.3	12	.0	N.C.	0	5570	18.32	8080	26.58

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Camping & Outdoor Recreation																	
BACKPACKER																	
1988#	165.3	94.3	77.2	122.4	7.1	20.3	2.95	18.00	1.7–	6	7.3	165.0	3	7215	43.65	10135	61.31
1987	174.1	94.2	79.6	109.7	25.6	7.3	2.95	18.00	1.7–	6	14.3	175.0	2	7425	42.65	10435	59.94
1986	174.1	94.5	80.3	97.9	26.7	16.9	2.95	18.00	1.7–	6	16.1	175.0	4	7425	42.65	10435	59.94
1985	176.9	94.4	78.6	97.2	33.6	28.5	2.95	18.00	1.7–	6	11.9	175.0	3	6670	37.70	9375	53.00
1984#	174.5	94.2	77.4	92.7	37.5	16.1	3.50	18.00	14.3	6	4.4	175.0	3	6120	35.07	8720	49.97
Computers																	
BYTE MAGAZINE																	
1988	432.2	69.1	71.1	322.2	82.7	0.2	3.50	29.95	28.7	12	.0	N.C.	N.A.	10520	24.34	12000	27.76
1987	417.1	70.8	70.8	293.3	82.7	0.0	3.50	22.00	47.6	12	.0	N.C.	N.A.	9790	23.47	11170	26.78
1986	398.1	76.0	74.2	342.9	92.8	0.0	3.50	21.00	53.8	13	.0	N.C.	N.A.	9790	24.59	11170	28.06
1985	388.6	78.4	76.4	339.2	95.5	0.7	3.50	21.00	50.0	12	1.9	N.C.	N.A.	8500	21.87	9695	24.95
1984	402.2	78.6	73.0	344.7	94.5	0.0	3.50	21.00	50.0	12	.0	N.C.	N.A.	8500	21.13	9695	24.10
HOME OFFICE COMPUTING																	
1988#	440.6	93.0	90.5	386.7	4.9	7.8	2.95	19.97	43.6	12	.0	350.0	0	10620	24.10	11990	27.21
1987#	436.8	92.8	87.0	462.6	2.0	13.8	3.25	19.97	48.8	12	11.0	435.0	2	10620	24.31	11990	27.45
1986#	424.9	95.2	85.8	459.5	12.0	45.6	2.75	19.97	39.5	12	29.1	420.0	3	9680	22.78	10990	25.86
1985	407.8	96.2	85.3	508.0	2.7	65.6	2.50	19.97	33.4	12	30.8	375.0	0	8800	21.58	9990	24.50
1984#	349.4	97.0	81.8	597.1	17.3	77.5	2.50	19.97	33.4	12	.0	375.0	3	8800	25.19	9990	28.59
Crafts, Games, Hobbies & Models																	
CRAFTS																	
1988	393.6	94.2	65.1	267.4	10.9	0.0	1.95	16.95	27.6	12	.0	N.C.	N.A.	4070	10.34	5245	13.33
1987	431.4	94.6	65.4	347.7	31.3	0.0	1.95	16.95	27.6	12	.0	N.C.	N.A.	3875	8.98	4995	11.58
1986	457.6	95.0	66.7	322.7	39.7	0.0	1.95	16.95	27.6	12	.0	N.C.	N.A.	3690	8.06	4595	10.04
1985	494.7	96.4	70.8	402.6	55.1	0.0	1.95	15.00	35.9	12	.0	N.C.	N.A.	2985	6.03	3995	8.08
1984	498.3	96.4	69.4	488.0	44.3	0.0	1.75	15.00	28.6	12	.0	N.C.	N.A.	2150	4.31	3400	6.82
GAMES																	
1988#	710.1	93.6	87.3	352.9	84.0	4.3	2.00	21.97	83.1–	6	.0	675.0	0	10840	15.27	15515	21.85
1987	613.6	93.1	84.3	461.7	68.7	2.5	2.00	11.97	0.3	6	.0	600.0	1	8840	14.41	12650	20.62
1986	666.6	94.2	86.4	620.7	76.2	9.8	1.75	15.97	24.0	12	75.7	650.0	0	9550	14.33	13665	20.50
1985	660.2	94.6	86.4	514.9	82.2	9.6	1.75	15.97	24.0	12	27.8	650.0	1	9550	14.47	13665	20.70
1984	659.7	94.2	84.2	559.1	88.8	6.5	1.75	15.97	24.0	12	.0	650.0	0	8760	13.28	12535	19.00
Epicurean																	
BON APPETIT																	
1988	1326.1	97.2	92.9	1654.0	9.9	77.7	2.50	18.00	40.0	12	9.0	1300.0	0	21860	16.48	31170	23.51
1987	1324.6	97.2	92.6	1226.6	65.1	83.9	2.50	18.00	40.0	12	28.0	1300.0	0	20820	15.72	29690	22.41
1986	1320.7	96.5	90.0	1369.3	48.7	46.6	2.50	15.00	50.0	12	31.1	1300.0	3	19875	15.05	28340	21.46
1985	1304.6	96.1	89.0	1092.0	30.2	44.5	2.50	15.00	50.0	12	51.3	1300.0	5	18525	14.20	26375	20.22
1984	1301.1	96.2	88.2	1060.7	30.2	40.6	1.95	15.00	35.9	12	21.1	1300.0	3	16840	12.94	24055	18.49

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Epicurean (cont.)																	
FOOD & WINE																	
1988#	781.6	96.5	95.0	1039.7	98.5	0.0	2.50	22.00	26.7	12	.2	800.0	0	16610	21.25	22830	29.21
1987	726.1	96.2	95.2	1068.0	98.9	0.4	2.50	20.00	33.3	12	.0	750.0	0	14829	20.42	20382	28.07
1986#	693.6	92.1	95.8	1030.5	95.7	2.3	2.00	20.00	16.7	12	.0	700.0	0	12660	18.25	17400	25.09
1985#	608.6	96.4	94.9	823.1	96.3	0.4	2.00	18.00	25.0	12	28.4	600.0	1	9415	15.47	14130	23.22
1984	549.6	91.7	96.8	757.6	97.6	0.0	1.95	16.00	31.6	12	52.7	550.0	0	8380	15.25	12575	22.88
GOOD FOOD*																	
1988#	699.1	98.3	60.5	490.7	63.6	34.2	1.00	12.00	0.0	12	41.5	650.0	8	8400	12.02	10050	14.38
1987	865.6	98.3	58.5	445.3	66.1	12.1	1.00	12.00	0.0	12	2.3	750.0	1	10325	11.93	12375	14.30
1986	679.5	97.7	40.3	460.6	40.3	26.3	1.00	12.00	9.1–	11	.0	750.0	5	9375	13.80	11250	16.56
1985																	
1984																	
GOURMET																	
1988	806.2	92.7	87.7	663.6	49.5	3.1	2.50	18.00	40.0	12	.0	700.0	0	14300	17.74	22570	28.00
1987	818.6	92.1	86.2	706.0	47.7	1.0	2.50	18.00	40.0	12	.0	700.0	0	13490	16.48	21290	26.01
1986	817.4	91.2	86.3	611.5	57.6	1.0	2.50	18.00	40.0	12	.0	700.0	0	12600	15.41	19890	24.33
1985	1077.2	91.2	87.9	666.4	49.4	8.9	2.50	18.00	40.0	12	.0	700.0	0	11050	10.26	17450	16.20
1984	659.5	87.0	80.6	534.0	65.0	0.4	2.00	18.00	25.0	12	58.8	650.0	5	9000	13.65	15000	22.74
WEIGHT WATCHERS MAGAZINE																	
1988#	989.3	96.0	85.0	854.8	43.7	9.6	1.75	13.97	33.5	12	.0	1000.0	0	13845	13.99	19355	19.56
1987#	940.4	94.9	84.0	754.8	29.2	22.0	1.75	13.97	33.5	12	.0	925.0	0	12820	13.63	17920	19.06
1986#	901.5	96.4	83.3	752.8	9.7	22.7	1.50	13.97	22.4	12	.0	875.0	0	12130	13.46	16955	18.81
1985	867.7	95.4	83.1	750.3	29.6	2.3	1.50	13.97	22.4	12	.0	825.0	0	11440	13.18	15995	18.43
1984#	849.9	94.5	82.9	949.4	34.9	0.0	1.50	11.97	33.5	12	.0	825.0	0	11440	13.46	15995	18.82
Fishing & Hunting																	
AMERICAN HUNTER, THE																	
1988	1357.7	99.0	100.0	1303.5	99.9	0.0	2.00	20.00	16.7	12	.0	N.C.	N.A.	14000	10.31	22330	16.45
1987	1343.6	99.0	100.0	1140.0	99.9	0.0	2.00	20.00	16.7	12	.0	N.C.	N.A.	14000	10.42	20300	15.11
1986	1408.1	99.0	100.0	1235.4	100.0	0.0	2.00	20.00	16.7	12	6.5	1400.0	6	14000	9.94	20300	14.42
1985	1496.9	99.0	100.0	1656.1	99.9	0.0	2.00	15.00	37.5	12	116.4	1400.0	0	14000	9.35	20300	13.56
1984	1433.9	99.0	100.0	1498.2	99.9	0.0	1.75	15.00	28.6	12	110.5	1250.0	0	12500	8.72	18125	12.64
AMERICAN RIFLEMAN, THE																	
1988	1362.0	98.3	100.0	1321.1	99.8	0.0	2.00	20.00	16.7	12	.0	N.C.	N.A.	14000	10.28	20300	14.90
1987	1366.9	98.3	100.0	1066.2	99.8	0.0	2.00	20.00	16.7	12	.0	N.C.	N.A.	14000	10.24	20300	14.85
1986	1361.3	98.3	100.0	1476.0	99.8	0.0	2.00	20.00	16.7	12	5.4	1400.0	10	14000	10.28	20300	14.91
1985	1457.1	98.3	100.0	1219.5	99.7	0.0	2.00	15.00	37.5	12	86.5	1400.0	0	14000	9.61	20300	13.93
1984	1446.6	98.2	100.0	1158.1	99.6	0.0	1.75	15.00	28.6	12	88.1	1400.0	0	13000	8.99	18850	13.03

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Fishing & Hunting (cont.)																	
BASSMASTER MAGAZINE																	
1988	516.2	99.0	97.3	433.8	100.0	39.3	2.95	10.00	66.1	10	.0	N.C.	N.A.	12300	23.83	17990	34.85
1987	528.3	98.3	97.2	499.4	100.0	75.9	2.00	10.00	50.0	10	.0	N.C.	N.A.	10790	20.42	15780	29.87
1986	466.3	99.2	97.3	453.8	100.0	82.9	2.00	10.00	44.4	9	.0	N.C.	N.A.	9855	21.13	14410	30.90
1985	416.9	99.9	96.8	342.0	100.0	86.7	2.00	10.00	44.4	9	.0	N.C.	N.A.	9160	21.97	12810	30.73
1984	406.8	99.9	96.4	365.4	100.0	67.2	2.00	10.00	37.5	8	.0	N.C.	N.A.	8400	20.65	11750	28.88
FIELD & STREAM																	
1988	2036.4	97.4	94.9	2208.7	8.1	3.2	1.95	15.94	31.9	12	.0	2000.0	0	34230	16.81	51495	25.29
1987	2006.8	97.5	94.4	2261.9	8.1	5.0	1.95	15.94	31.9	12	9.2	2000.0	0	33445	16.67	48810	24.32
1986	2004.6	97.5	93.8	1541.5	14.4	2.8	1.95	15.94	31.9	12	96.2	2000.0	0	30900	15.41	46485	23.19
1985	2008.2	97.2	92.6	1781.3	15.2	0.9	1.95	13.94	40.4	12	37.3	2000.0	3	28610	14.25	43040	21.43
1984	2003.2	97.7	92.7	1693.6	11.9	0.0	1.75	13.94	33.6	12	80.5	2000.0	0	26295	13.13	39560	19.75
GUNS & AMMO																	
1988	571.9	93.6	71.7	406.4	21.8	0.2	2.50	17.94	40.2	12	.0	500.0	0	9500	16.61	15200	26.58
1987	526.1	93.4	70.5	409.7	19.4	0.5	2.25	17.94	33.6	12	.0	500.0	1	9000	17.11	14400	27.37
1986	487.2	93.4	69.8	334.4	20.8	0.7	2.25	15.94	41.0	12	.0	475.0	2	8075	16.57	12920	26.52
1985	509.2	93.8	71.0	261.5	28.0	1.9	2.00	13.94	41.9	12	.0	475.0	1	7365	14.46	11785	23.14
1984	522.3	94.2	72.3	314.7	33.8	0.3	1.75	11.94	43.1	12	.0	475.0	0	6770	12.96	10830	20.74
OUTDOOR LIFE																	
1988	1513.5	97.7	91.1	1343.6	14.4	10.2	1.75	13.94	33.6	12	8.2	1500.0	0	23990	15.85	34810	23.00
1987	1516.8	97.4	90.7	1280.0	6.4	8.4	1.75	13.94	33.6	12	4.5	1500.0	0	22630	14.92	32840	21.65
1986	1518.6	96.9	90.8	1273.8	7.0	7.8	1.75	13.94	33.6	12	.0	1500.0	0	21250	13.99	30835	20.30
1985	1507.8	96.9	90.4	1212.2	8.6	5.1	1.75	13.94	33.6	12	4.4	1500.0	0	20045	13.29	29090	19.29
1984	1513.3	96.0	89.5	1218.7	10.1	1.9	1.75	13.94	33.6	12	17.3	1500.0	3	18735	12.38	27185	17.96
SPORTS AFIELD																	
1988	517.2	97.9	84.4	412.8	20.8	0.2	1.95	13.97	40.3	12	.0	500.0	0	14125	27.31	20225	39.10
1987	515.8	97.4	82.4	392.6	22.6	0.2	1.95	13.97	40.3	12	.0	500.0	0	13325	25.83	19080	36.99
1986	517.0	97.6	81.6	401.0	22.6	0.2	1.95	13.97	40.3	12	.0	500.0	0	12690	24.55	18170	35.15
1985	523.9	97.3	78.8	367.6	28.1	1.0	1.95	13.97	40.3	12	.0	500.0	0	11870	22.66	16995	32.44
1984	523.2	97.3	74.9	334.5	42.7	2.6	1.95	11.97	48.8	12	.0	500.0	0	10795	20.63	15455	29.54
Fraternal, Professional Groups, Service Clubs, Veteran's Organizations & Associations																	
AMERICAN LEGION MAGAZINE, THE																	
1988#	2776.4	98.8	100.0	2939.6	100.0	0.0	2.00	2.50	89.6	2	.0	2650.0	0	19270	6.94	26150	9.42
1987	2729.2	98.7	100.0	2748.2	100.0	0.0	2.00	2.50	89.6	12	.0	2500.0	0	17640	6.46	23940	8.77
1986	2648.0	98.8	100.0	2843.0	100.0	0.0	1.50	2.50	86.1	12	.0	2500.0	0	16800	6.34	22800	8.61
1985	2556.0	98.8	100.0	2793.6	100.0	0.0	1.50	2.50	86.1	12	1.6	2500.0	0	19990	7.82	24669	9.65
1984	2502.8	98.8	100.0	2548.2	100.0	0.0	1.50	2.50	86.1	12	34.1	2500.0	0	14970	5.98	19735	7.89
ELKS MAGAZINE, THE																	
1988	1524.8	98.9	100.0	3070.7	100.0	0.0	0.50	2.50	50.0	10	32.3	N.C.	N.A.	8558	5.61	12795	8.39
1987	1549.7	98.9	100.0	3116.1	100.0	0.0	0.25	2.50	0.0	10	32.9	N.C.	N.A.	8558	5.52	12795	8.26
1986	1593.4	98.9	100.0	3239.9	100.0	0.3	0.25	2.50	0.0	10	128.5	1550.0	0	8150	5.11	12185	7.65
1985	1605.6	98.9	100.0	3245.8	100.0	0.0	0.25	2.50	9.1	11	193.4	1550.0	0	8150	5.08	12185	7.59
1984	1620.4	98.9	100.0	1685.7	100.0	0.0	0.25	2.50	0.0	10	195.2	1450.0	0	7616	4.70	11385	7.03

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Fraternal, Professional Groups, Service Clubs, Veteran's Organizations & Associations (cont.)																	
HADASSAH MAGAZINE																	
1988	291.9	99.9	100.0	199.0	100.0	0.0	2.50	25.00	0.0	10	.0	N.C.	N.A.	6135	21.02	7800	26.72
1987	295.2	99.9	100.0	214.1	100.0	0.0	2.50	25.00	0.0	10	.0	N.C.	N.A.	6135	20.78	7800	26.42
1986																	
1985																	
1984																	
Gardening (Home)																	
FLOWER & GARDEN MAGAZINE																	
1988#	610.6	99.5	98.0	348.2	20.9	0.0	2.00	8.00	33.3	6	.0	550.0	0	6970	11.42	9760	15.98
1987#	629.6	99.5	98.0	526.6	12.7	0.0	2.00	6.00	50.0	6	.0	610.0	0	6585	10.46	9215	14.64
1986#	631.1	99.5	98.2	514.1	12.3	0.0	1.50	6.00	33.3	6	.0	610.0	0	5790	9.17	8105	12.84
1985	625.5	99.5	98.4	513.1	25.6	0.0	1.50	6.00	33.3	6	.0	N.C.	N.A.	5220	8.35	7305	11.68
1984	619.3	99.5	98.4	515.8	27.1	0.0	1.50	6.00	33.3	6	.0	N.C.	N.A.	4765	7.69	6670	10.77
ORGANIC GARDENING																	
1988	1060.6	92.4	99.2	1297.7	16.4	91.7	1.75	13.97	33.5	12	.0	1000.0	2	17695	16.68	24950	23.52
1987	1118.0	92.0	99.5	1273.2	27.8	92.9	1.75	12.97	38.2	12	23.7	1000.0	4	11235	10.05	16745	14.98
1986	1206.2	93.1	99.4	1261.0	33.6	92.6	1.95	12.97	44.6	12	19.6	1200.0	3	12850	10.65	19160	15.88
1985	1266.4	94.6	99.3	1213.5	34.5	86.4	1.95	12.97	44.6	12	3.3	1200.0	0	12120	9.57	18075	14.27
1984	1376.0	92.1	99.2	1532.4	38.7	80.7	1.50	12.00	33.3	12	4.0	1350.0	1	12195	8.86	18185	13.22
General Editorial																	
AMERICAN HERITAGE																	
1988	246.4	98.6	96.8	329.0	94.5	36.6	4.50	24.00	33.3	8	.0	250.0	0	7060	28.65	10950	44.44
1987	215.4	98.7	95.6	393.0	58.8	49.7	4.50	24.00	23.8	7	.0	225.0	0	5065	23.51	7875	36.56
1986	167.1	98.4	94.4	191.4	35.8	46.4	4.00	24.00	0.0	6	1.5	200.0	0	4500	26.93	7000	41.89
1985	142.1	98.3	94.2	169.9	38.3	33.7	4.00	24.00	0.0	6	.2	150.0	0	4400	30.96	6600	46.45
1984	124.6	97.9	93.8	111.7	49.5	26.9	4.00	24.00	0.0	6	.1	110.0	0	5500	44.14	6600	52.97
ATLANTIC, THE																	
1988	476.3	92.8	89.8	390.4	43.7	11.6	2.50	14.95	50.2	12	.0	450.0	0	11200	23.51	16700	35.06
1987#	465.6	93.3	89.8	359.1	81.7	14.9	2.00	9.95	58.5	12	.0	450.0	0	10450	22.44	15700	33.72
1986#	460.2	92.3	90.1	398.8	68.5	2.7	2.00	9.95	58.5	12	33.0	450.0	0	9735	21.15	14610	31.75
1985#	453.7	92.4	90.4	360.7	78.8	0.4	2.00	9.95	58.5	12	45.7	450.0	3	9735	21.46	14610	32.20
1984	433.8	92.6	89.2	312.1	38.4	31.9	2.00	9.95	58.5	12	75.2	440.0	9	9015	20.78	13525	31.18
CHANGING TIMES, THE KIPLINGER MAGAZINE																	
1988#	1116.4	98.6	97.1	1082.2	69.0	81.1	2.50	18.00	40.0	12	21.4	1000.0	1	18000	16.12	25500	22.84
1987	1385.2	98.7	97.3	1589.5	31.5	91.0	2.50	15.00	50.0	12	25.3	1350.0	0	20125	14.53	30000	21.66
1986	1385.8	98.7	97.4	1581.9	24.5	91.1	2.25	15.00	44.4	12	37.0	1350.0	0	18785	13.56	28000	20.20
1985	1425.8	98.8	97.6	1507.4	26.5	82.1	1.75	15.00	28.6	12	31.4	1350.0	0	18785	13.18	28000	19.64
1984	1400.6	98.8	97.6	1348.7	31.9	50.8	1.75	15.00	28.6	12	85.7	1350.0	0	17445	12.46	26000	18.56

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CONNOISSEUR																	
1988#	327.2	97.3	93.5	343.5	17.1	0.0	3.00	19.95	44.6	12	.0	320.0	0	13470	41.17	17570	53.70
1987#	319.4	97.2	93.4	320.1	20.1	0.0	3.00	19.95	44.6	12	.0	300.0	0	11980	37.51	15630	48.94
1986#	325.8	97.7	93.7	297.8	17.3	0.0	3.00	19.95	44.6	12	.0	300.0	0	11370	34.90	14830	45.52
1985#	271.8	97.4	92.4	345.1	24.1	0.0	3.00	19.95	44.6	12	.0	250.0	0	8300	30.54	10800	39.74
1984#	234.3	96.8	92.3	252.0	28.6	0.0	3.00	19.95	44.6	12	.0	210.0	0	8300	35.42	10800	46.09
CONSUMERS DIGEST																	
1988	761.0	98.5	93.0	1063.6	2.2	0.0	2.00	15.97	33.1–	6	.0	750.0	0	11010	14.47	16505	21.69
1987#	779.8	98.4	94.1	820.3	0.7	1.1	2.00	13.97	16.4–	6	7.7	750.0	3	10385	13.32	15570	19.97
1986#	990.6	98.5	95.9	1028.7	9.5	5.3	2.00	14.97	16.8	9	62.2	900.0	3	10385	10.48	15570	15.72
1985#	1006.3	98.5	98.9	1585.6	11.3	3.5	2.00	13.97	12.7	8	91.7	1100.0	6	13300	13.22	19950	19.83
1984#	1011.3	98.6	99.4	1567.2	12.1	3.5	2.00	11.97	0.3	6	38.2	1000.0	2	11300	11.17	16950	16.76
EBONY																	
1988	1755.1	97.1	86.6	1476.3	44.4	0.0	2.00	16.00	33.3	12	194.9	1700.0	0	23309	13.28	31490	17.94
1987	1758.0	97.2	86.4	1362.1	50.1	0.0	2.00	16.00	33.3	12	182.9	1700.0	1	23309	13.26	31490	17.91
1986	1713.6	96.9	86.9	1241.4	46.5	0.0	2.00	16.00	33.3	12	380.3	1700.0	4	22199	12.95	29990	17.50
1985	1736.7	97.5	86.9	1231.6	46.2	0.0	1.75	16.00	23.8	12	338.1	1700.0	2	22199	12.78	29990	17.27
1984	1691.3	97.6	86.0	1266.7	44.7	0.0	1.75	16.00	23.8	12	153.7	1600.0	0	20181	11.93	27264	16.12
GRIT																	
1988	545.1	99.6	92.3	989.9	0.3	24.4	0.75	26.95	30.9	52	99.8	N.C.	N.A.	8297	15.22	11158	20.47
1987	561.5	99.6	89.4	998.0	0.2	22.8	0.75	26.95	30.9	52	6.7	N.C.	N.A.	8500	15.14	10740	19.13
1986	563.1	99.6	85.9	927.4	0.7	31.7	0.75	26.95	30.9	52	.0	N.C.	N.A.	8160	14.49	10335	18.35
1985	587.7	99.7	81.3	893.9	0.7	6.0	0.75	26.95	30.9	52	9.0	N.C.	N.A.	8073	13.74	10247	17.44
1984	582.6	99.5	77.2	705.5	39.6	0.0	0.75	17.99	54.7	53	.0	N.C.	N.A.	8073	13.86	10247	17.59
HARPER'S MAGAZINE																	
1988#	184.2	89.6	81.6	180.7	38.0	0.0	2.00	18.00	25.0	12	.0	180.0	0	4870	26.44	7570	41.10
1987#	185.5	92.0	81.8	163.8	36.8	0.2	2.00	18.00	25.0	12	0	165.0	0	4330	23.34	6740	36.33
1986#	168.7	91.2	81.1	154.6	34.4	8.7	2.00	18.00	25.0	12	.0	160.0	0	4085	24.21	6360	37.70
1985#	151.4	91.6	79.9	111.0	43.2	18.1	2.00	18.00	25.0	12	.0	150.0	0	3930	25.96	6115	40.39
1984	151.7	91.7	76.8	116.8	36.4	18.5	2.00	18.00	25.0	12	16.3	140.0	0	3780	24.92	5880	38.76
LIFE																	
1988#	1808.0	91.2	66.2	1670.7	68.2	52.3	2.50	32.50	7.1	14	10.7	1700.0	3	44910	24.84	59470	32.89
1987#	1663.3	92.8	61.8	1200.3	65.0	43.2	2.50	32.50	0.0	13	5.2	1600.0	4	39630	23.83	52470	31.55
1986#	1674.1	90.9	58.5	1267.3	74.2	42.0	2.50	32.50	0.0	13	19.7	1500.0	2	37745	22.55	49960	29.84
1985#	1566.7	89.6	58.6	1103.5	70.8	42.4	2.50	27.00	10.0	12	39.3	1500.0	3	35810	22.86	47400	30.25
1984#	1485.4	89.3	59.2	1125.5	78.8	35.4	2.50	27.00	10.0	12	16.3	1400.0	3	31530	21.23	36725	24.72

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MONEY																	
1988	1816.7	98.0	83.3	1979.6	69.2	65.3	2.95	31.95	16.7	13	20.4	1800.0	0	38285	21.07	59885	32.96
1987#	1847.8	98.1	82.4	1988.8	67.3	71.6	2.95	31.95	16.7	13	1.1	1700.0	0	34595	18.72	54130	29.29
1986#	1817.5	98.2	80.6	1986.5	71.6	66.7	2.75	29.95	9.2	12	7.6	1650.0	0	32325	17.79	50575	27.83
1985#	1661.2	98.2	81.6	1873.2	69.8	60.3	2.75	29.95	9.2	12	6.0	1500.0	0	27790	16.73	43785	26.36
1984#	1493.7	98.1	80.7	1513.4	71.2	46.9	2.50	29.95	0.2	12	9.0	1400.0	0	24415	16.35	38195	25.57
MOTHER EARTH NEWS																	
1988	759.6	95.6	83.7	532.3	13.1	0.0	3.00	18.00	0.0	6	.0	700.0	0	9995	13.16	14995	19.74
1987	709.6	95.6	81.1	764.4	13.0	0.4	3.00	18.00	0.0	6	.0	700.0	2	9530	13.43	14290	20.14
1986	704.3	95.8	77.7	593.6	23.2	4.4	3.00	18.00	0.0	6	21.5	700.0	2	8905	12.64	13355	18.96
1985	762.7	95.0	75.3	551.0	31.4	11.9	3.00	18.00	0.0	6	29.3	800.0	4	9600	12.59	14400	18.88
1984	874.6	95.7	78.3	671.1	28.9	1.0	3.00	18.00	0.0	6	42.1	900.0	5	10800	12.35	16200	18.52
NATIONAL GEOGRAPHIC MAGAZINE																	
1988	10545.7	79.7	99.4	10346.5	100.0	0.0	2.25	18.00	33.3	12	33.6	10280.0	0	100240	9.51	130315	12.36
1987	10480.0	80.4	99.4	10440.3	100.0	0.0	2.25	18.00	33.3	12	38.6	10200.0	0	94620	9.03	123000	11.74
1986	10727.9	81.0	99.3	10600.2	100.0	0.0	1.90	15.00	34.2	12	66.1	10200.0	0	90545	8.44	117715	10.97
1985	10499.4	80.7	99.2	10595.9	100.0	0.0	1.90	15.00	34.2	12	26.1	10150.0	0	84230	8.02	109500	10.43
1984	10297.7	80.1	99.3	10260.1	100.0	0.0	1.90	15.00	34.2	12	29.6	10215.0	5	79130	7.68	102870	9.99
NEW YORKER, THE																	
1988	623.0	94.2	95.3	577.4	48.9	3.5	1.75	32.00	64.8	52	.0	545.0	0	3115	5.00	5085	8.16
1987	579.4	94.2	95.0	582.1	50.8	3.5	1.75	32.00	64.8	52	.0	525.0	0	14950	25.80	23840	41.15
1986	547.3	94.0	93.9	506.7	56.0	4.4	1.50	32.00	59.0	52	.0	525.0	0	14950	27.32	23840	43.56
1985	504.3	93.5	93.5	444.5	65.1	5.4	1.50	32.00	59.0	52	.0	480.0	0	12350	24.49	19700	39.06
1984	500.5	93.2	92.8	425.9	61.9	3.0	1.50	32.00	59.7	53	.0	480.0	0	11750	23.48	18700	37.36
PSYCHOLOGY TODAY																	
1988	951.3	92.2	90.5	753.1	63.5	0.0	1.95	15.99	25.5	11	.0	875.0	0	20055	21.08	28955	30.44
1987#	958.7	93.5	90.7	939.6	31.7	0.0	1.95	15.99	31.7	12	.0	875.0	0	19100	19.92	27575	28.76
1986#	898.5	93.6	90.5	931.4	18.8	0.0	1.95	15.99	31.7	12	.0	850.0	0	17525	19.50	25300	28.16
1985	873.2	94.5	90.3	931.0	21.5	0.0	1.95	15.99	31.7	12	.0	850.0	0	16930	19.39	24440	27.99
1984	853.6	94.3	90.5	766.7	19.6	0.0	1.95	15.99	31.7	12	4.4	850.0	3	15600	18.28	22525	26.39
READER'S DIGEST																	
1988	16708.3	98.7	94.1	16876.9	30.0	13.3	1.89	15.97	29.6	12	152.0	16250.0	0	95900	5.74	115300	6.90
1987	16708.1	98.7	94.8	18164.7	27.9	11.1	1.79	14.97	30.3	12	76.3	16250.0	0	91350	5.47	109830	6.57
1986	16952.9	98.7	94.5	18177.5	29.5	11.0	1.75	15.41	26.6	12	215.5	16250.0	0	87000	5.13	104600	6.17
1985	17770.9	98.6	94.7	19755.4	26.8	12.3	1.50	15.41	14.4	12	753.0	17750.0	4	90500	5.09	108800	6.12
1984	17939.6	98.7	94.8	20291.7	26.2	8.0	1.50	13.93	22.6	12	340.2	17750.0	0	90500	5.04	108800	6.06
SATURDAY EVENING POST, THE																	
1988	611.8	98.0	88.7	569.6	98.2	50.6	1.95	12.97	26.1	9	.0	600.0	4	10623	17.36	13772	22.51
1987#	612.2	96.7	85.0	494.3	99.4	1.4	1.95	12.97	26.1	9	.0	600.0	2	10623	17.35	13772	22.50
1986#	636.2	97.1	84.5	516.0	98.5	11.4	1.95	12.97	26.1	9	2.4	700.0	9	10623	16.70	13772	21.65
1985#	674.4	96.2	81.6	516.6	96.0	13.9	1.95	12.97	26.1	9	8.9	700.0	7	10623	15.75	13772	20.42
1984#	696.6	97.1	81.0	563.4	90.2	48.2	1.75	12.97	17.7	9	4.0	700.0	6	9657	13.86	13772	19.77

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SMITHSONIAN																	
1988	2271.4	97.9	99.5	3163.1	78.8	0.0	2.50	20.00	33.3	12	5.7	2100.0	0	31510	13.87	47260	20.81
1987	2272.7	97.9	99.6	2850.8	60.4	0.0	2.50	16.00	46.7	12	16.8	2100.0	0	30010	13.20	45010	19.80
1986	2295.6	98.0	99.6	2800.8	62.7	0.0	2.50	20.00	33.3	12	6.2	2000.0	0	27480	11.97	41220	17.96
1985	2206.9	98.0	99.6	2605.3	80.6	0.0	2.50	18.00	40.0	12	14.8	2000.0	0	26170	11.86	39255	17.79
1984	2105.8	97.7	99.6	2343.0	99.8	0.0	2.50	18.00	40.0	12	15.8	1850.0	0	23790	11.30	35685	16.95
STAR																	
1988	3652.9	89.6	13.1	736.8	0.9	0.0	0.75	32.00	17.9	52	.0	3500.0	8	26160	7.16	32280	8.84
1987	3757.0	90.4	12.5	838.0	0.2	0.0	0.75	32.00	17.9	52	.0	3500.0	10	24680	6.57	30450	8.10
1986	3635.9	91.4	7.1	490.2	0.3	0.0	0.69	32.00	10.8	52	.0	3500.0	21	23500	6.46	29000	7.98
1985	3431.9	91.8	4.7	186.0	2.7	0.0	0.69	32.00	12.5	53	.0	3200.0	15	21500	6.26	26500	7.72
1984	3406.9	90.9	4.4	149.1	0.7	0.2	0.55	24.00	16.1	52	.0	3750.0	43	21500	6.31	26500	7.78
SUCCESS																	
1988	432.3	94.5	88.7	348.0	13.0	0.8	1.95	14.95	23.3	10	9.9	425.0	0	13080	30.26	17820	41.22
1987#	425.1	94.3	90.7	297.4	12.3	0.0	2.00	14.95	25.3	10	27.2	425.0	0	12000	28.23	16350	38.46
1986#	403.9	94.1	89.4	304.9	26.5	0.0	2.00	17.94	10.3	10	50.9	405.0	0	10990	27.21	14980	37.09
1985#	349.0	94.9	88.6	322.8	18.4	0.0	2.00	17.94	18.5	11	56.5	365.0	0	8250	23.64	11250	32.23
1984#	293.4	94.5	88.1	290.6	13.1	1.2	2.00	17.94	25.3	12	14.9	300.0	1	7200	24.54	9900	33.74
TOWN & COUNTRY																	
1988	422.4	95.4	79.0	339.4	32.2	0.0	3.00	24.00	33.3	12	.0	400.0	0	16090	38.09	20715	49.04
1987	418.6	95.0	77.6	352.3	33.5	0.0	3.00	24.00	33.3	12	.0	400.0	0	15175	36.25	19540	46.68
1986	413.3	95.4	77.1	278.4	42.6	0.0	3.00	24.00	33.3	12	.0	400.0	0	14395	34.83	18535	44.85
1985	428.5	95.5	76.2	319.8	38.1	0.0	3.00	24.00	33.3	12	.0	400.0	0	13390	31.25	17240	40.23
1984	404.3	95.7	75.0	368.7	31.6	0.0	3.00	24.00	33.3	12	.0	400.0	1	12395	30.66	15960	39.48
VANITY FAIR																	
1988	628.3	92.2	68.5	439.8	85.9	0.1	2.00	12.00	50.0	12	.0	400.0	0	16660	26.52	24990	39.77
1987	537.9	94.2	69.6	506.2	67.1	1.2	2.00	12.00	50.0	12	.0	375.0	0	14730	27.38	22100	41.09
1986	405.5	95.2	76.5	347.1	88.3	0.7	2.00	12.00	50.0	12	.0	350.0	0	12850	31.69	19270	47.52
1985	372.9	95.6	81.2	275.8	87.8	0.2	2.00	12.00	50.0	12	.0	325.0	0	10850	29.10	16275	43.64
1984	273.5	94.6	80.9	382.3	43.3	1.9	2.00	12.00	50.0	12	47.9	250.0	4	8500	31.08	12750	46.62
YANKEE																	
1988	1003.6	98.8	93.8	1178.8	46.6	60.0	1.95	19.95	14.7	12	41.2	1000.0	4	12245	12.20	16405	16.35
1987#	1001.1	98.9	93.3	1117.8	52.8	48.8	1.95	18.00	23.1	12	17.5	1000.0	4	11660	11.65	15625	15.61
1986#	1009.9	98.8	93.2	1210.0	57.6	46.7	1.95	18.00	23.1	12	14.8	1000.0	5	11000	10.89	14740	14.60
1985	997.6	98.7	92.9	1002.1	56.8	32.0	1.50	15.00	16.7	12	66.6	1000.0	7	11000	11.03	14740	14.78
1984#	954.9	98.8	92.0	919.9	55.0	33.3	1.50	14.00	22.2	12	40.6	1000.0	9	11000	11.52	14675	15.37

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Health																	
AMERICAN HEALTH-FITNESS OF BODY AND MIND																	
1988	966.8	97.8	92.6	874.1	48.0	0.0	1.95	14.95	23.3	10	.0	900.0	0	14340	14.83	19820	20.50
1987#	864.1	97.6	91.9	940.3	48.6	0.0	2.00	14.95	25.3	10	.0	900.0	0	13840	16.02	19130	22.14
1986#	794.1	97.3	92.0	785.8	20.3	0.0	2.00	14.95	25.3	10	.0	850.0	10	11770	14.82	16265	20.48
1985#	787.5	97.6	91.2	763.2	13.7	0.0	2.00	14.95	25.3	10	47.4	850.0	10	11000	13.97	15200	19.30
1984#	688.4	97.9	91.2	976.9	7.3	0.0	2.00	14.95	16.9	9	14.0	800.0	5	10200	14.82	13800	20.05
HEALTH																	
1988	1023.2	98.0	99.4	1959.1	10.4	0.0	2.25	22.00	18.5	12	0	1000.0	0	12270	11.99	17170	16.78
1987#	1019.4	98.6	99.1	1752.4	8.4	0.0	2.25	22.00	18.5	12	.0	1000.0	0	11575	11.35	16200	15.89
1986#	1015.6	98.5	98.8	1687.3	11.0	0.0	2.25	22.00	18.5	12	.0	1000.0	0	11020	10.85	15425	15.19
1985	1031.0	98.7	99.4	1314.6	14.3	0.0	2.25	22.00	18.5	12	.0	1000.0	0	11020	10.69	15425	14.96
1984#	998.3	98.8	99.8	1400.0	16.8	0.0	1.95	18.00	23.1	12	.0	1000.0	1	9110	9.13	12750	12.77
PREVENTION																	
1988#	3055.8	94.2	91.0	3284.9	66.0	84.6	1.50	13.97	22.4	12	.0	2900.0	0	25680	8.40	33630	11.01
1987#	2866.3	93.4	92.6	2994.5	88.0	90.2	1.50	13.97	22.4	12	.0	2850.0	2	23810	8.31	31195	10.88
1986#	2805.5	94.3	94.4	2931.6	93.6	89.2	1.50	13.97	22.4	12	.0	2800.0	3	22460	8.01	29425	10.49
1985	2897.5	95.5	94.4	2750.9	89.8	82.4	1.50	13.97	22.4	12	.0	2750.0	0	21030	7.26	27550	9.51
1984	2928.0	95.2	95.4	2962.6	85.9	69.7	1.50	12.97	27.9	12	.0	2750.0	0	19470	6.65	25540	8.72
Home Service & Home																	
AMERICANA																	
1988	321.2	99.3	98.1	252.5	8.5	0.8	2.95	13.95	21.2	6	26.1	N.C.	N.A.	8120	25.28	12190	37.95
1987	330.3	99.3	97.7	336.7	7.5	0.5	2.95	11.90	32.8	6	20.0	N.C.	N.A.	8120	24.58	12190	36.91
1986	315.2	99.2	96.7	297.4	9.8	0.6	2.50	11.90	20.7	6	18.5	N.C.	N.A.	8120	25.76	12190	38.67
1985#	399.2	99.2	95.4	314.0	11.2	1.5	1.95	11.90	1.7–	6	52.4	400.0	4	7775	19.48	11665	29.22
1984#	374.7	99.3	94.5	381.7	10.3	1.1	1.95	11.90	1.7–	6	27.4	400.0	2	7200	19.22	10800	28.82
ARCHITECTURAL DIGEST																	
1988	661.1	90.6	82.6	756.9	39.5	48.0	4.50	39.95	26.0	12	.0	625.0	0	20520	31.04	28490	43.09
1987	649.6	91.5	84.1	865.8	33.3	53.8	4.50	39.95	26.0	12	.0	625.0	0	19360	29.80	26880	41.38
1986	607.6	92.4	83.8	909.2	31.6	61.0	4.50	39.95	26.0	12	50.1	600.0	5	18090	29.77	25120	41.34
1985	610.5	91.3	84.1	599.7	46.6	8.4	4.50	39.95	26.0	12	16.2	600.0	6	16925	27.72	23500	38.49
1984	601.0	91.3	82.2	601.4	43.8	2.2	4.50	39.95	26.0	12	50.3	600.0	5	15455	25.72	21465	35.72
BETTER HOMES & GARDENS																	
1988	8147.8	98.6	92.3	5682.4	1.5	0.0	1.50	14.00	22.2	12	.0	8000.0	1	91325	11.21	110465	13.56
1987	8053.1	98.6	92.6	6552.8	3.4	0.0	1.50	14.00	22.2	12	.0	8000.0	3	82025	10.19	99215	12.32
1986	8051.9	98.3	93.3	5673.9	10.7	0.0	1.50	14.00	22.2	12	.0	8000.0	4	78870	9.80	95400	11.85
1985	8042.2	98.5	92.8	6052.7	20.1	0.0	1.50	12.97	27.9	12	.0	8000.0	3	73540	9.14	88950	11.06
1984	8031.1	98.5	93.2	5760.5	20.9	0.0	1.50	12.97	27.9	12	.0	8000.0	4	68565	8.54	82935	10.33

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Home Service & Home (cont.)

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COLONIAL HOMES																	
1988	614.0	97.0	66.9	355.1	43.6	0.0	3.00	26.97	49.8–	6	.0	550.0	0	16895	27.52	23430	38.16
1987#	611.2	97.3	69.3	423.1	33.3	0.0	3.00	14.97	16.8	6	.0	550.0	0	16090	26.33	22315	36.51
1986#	555.9	97.4	68.6	255.5	50.2	0.0	3.00	14.97	16.8	6	6.0	550.0	1	15265	27.46	21170	38.08
1985	596.5	97.6	66.1	312.5	49.0	0.0	3.00	14.97	16.8	6	.0	550.0	0	14200	23.81	19695	33.02
1984	615.8	97.4	66.4	314.7	50.4	0.0	3.00	13.97	22.4	6	.0	550.0	0	12910	20.96	17905	29.08
COUNTRY HOME*																	
1988	942.9	97.6	71.1	647.4	29.3	0.0	2.95	16.97	4.1	6	.0	880.0	0	21850	23.17	31200	33.09
1987	861.8	97.6	69.9	446.5	37.8	0.0	2.95	14.97	15.4	6	.0	880.0	0	20575	23.87	29400	34.11
1986	819.6	97.1	65.3	531.9	29.6	0.0	2.95	14.97	15.4	6	.0	800.0	1	17300	21.11	24700	30.14
1985#	758.3	97.3	66.0	216.2	52.5	0.0	2.95	15.00	15.3	6	.0	750.0	0	15300	20.18	21800	28.75
1984	633.4	0.0	28.5	243.5	14.3	0.0	2.50	12.00	60.0–	3	.0	600.0	1	14250	22.50	20350	32.13
COUNTRY JOURNAL																	
1988	331.4	97.5	93.9	357.9	28.4	60.7	1.95	16.95	27.6	12	.0	325.0	4	7825	23.61	8830	26.64
1987#	331.8	97.5	91.9	411.9	25.6	61.6	1.95	16.95	27.6	12	.0	N.C.	N.A.	7380	22.24	10325	31.12
1986#	335.0	97.9	93.3	444.3	23.7	54.9	1.95	16.95	27.6	12	21.4	N.C.	0	7030	20.99	9835	29.36
1985	323.6	98.2	93.4	330.2	28.3	4.7	1.95	16.95	27.6	12	.0	N.C.	0	7030	21.72	7835	24.21
1984	312.9	98.2	92.8	319.7	35.1	2.3	1.95	16.95	21.0	11	.0	N.C.	0	6390	20.42	8940	28.57
COUNTRY LIVING																	
1988#	1770.4	95.6	63.2	1152.0	56.2	0.0	1.95	15.97	31.8	12	.0	1600.0	0	27820	15.71	38065	21.50
1987#	1669.1	96.5	65.9	1087.5	54.9	0.0	1.95	15.97	31.8	12	.0	1500.0	0	24640	14.76	33720	20.20
1986#	1599.6	97.1	68.2	1118.4	55.5	0.0	1.95	15.97	31.8	12	.0	1500.0	0	23250	14.53	31800	19.88
1985#	1442.6	96.5	66.3	1047.3	51.8	0.0	1.95	15.97	31.8	12	.0	1500.0	0	23250	16.12	31800	22.04
1984#	1251.9	97.3	64.8	927.5	51.2	0.0	1.95	15.97	31.8	12	.0	1100.0	0	17045	13.62	23330	18.64
FAMILY HANDYMAN, THE																	
1988	1245.3	98.4	96.2	1586.8	19.9	13.0	1.95	11.97	31.8	9	.0	1200.0	0	17365	13.94	24910	20.00
1987	1207.0	98.5	95.8	1228.5	28.3	16.0	1.95	11.97	38.6	10	.0	1200.0	1	16550	13.71	23745	19.67
1986	1211.3	98.3	94.9	1186.7	31.0	20.1	1.95	11.97	38.6	10	.0	1200.0	1	15760	13.01	20125	16.61
1985	1206.6	98.4	95.1	1247.4	31.2	40.0	1.75	11.97	31.6	10	.0	1200.0	0	14360	11.90	20605	17.08
1984	1209.6	98.5	94.7	1151.9	33.2	23.7	1.75	9.95	43.1	10	68.7	1200.0	1	13235	10.94	18990	15.70
HG-HOUSE & GARDEN																	
1988	608.0	95.4	87.0	525.1	18.0	0.0	4.00	24.00	50.0	12	.0	500.0	0	18180	29.90	24910	40.97
1987	597.9	94.8	85.1	594.8	28.6	0.1	4.00	24.00	50.0	12	.0	500.0	0	17150	28.68	23500	39.30
1986	544.0	92.8	83.8	571.3	32.6	0.1	4.00	24.00	50.0	12	.0	500.0	0	16020	29.45	21960	40.37
1985	616.4	92.7	85.3	457.7	43.5	1.8	4.00	24.00	50.0	12	.0	500.0	0	14560	23.62	19960	32.38
1984	563.5	93.4	84.1	812.7	20.7	1.5	4.00	24.00	50.0	12	70.6	500.0	2	13300	23.60	18230	32.35

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HOME																	
1988	920.8	96.7	84.9	996.0	26.5	1.9	1.95	15.00	35.9	12	.0	900.0	1	19890	21.60	26500	28.78
1987#	899.7	97.3	84.2	916.5	34.4	5.9	1.95	15.00	35.9	12	.0	900.0	1	18890	21.00	25165	27.97
1986#	801.0	97.2	83.4	928.3	84.7	2.2	1.95	15.00	35.9	12	.0	800.0	1	15990	19.96	21305	26.60
1985#	698.7	97.6	84.5	725.0	88.3	0.2	1.95	12.00	48.7	12	29.8	700.0	4	13025	18.64	17585	25.17
1984#	578.8	97.4	85.6	726.4	81.5	0.0	1.95	12.00	48.7	12	.0	600.0	1	10480	18.11	13955	24.11
HOMEOWNER																	
1988	721.7	96.8	97.2	1774.7	9.2	0.0	1.95	18.00	7.7	10	.0	700.0	0	11830	16.39	17155	23.77
1987#	703.3	98.3	97.0	1441.0	5.1	0.0	1.95	18.00	7.7	10	.0	700.0	2	10240	14.56	14850	21.11
1986#	689.6	98.5	96.4	1098.7	4.4	0.0	1.95	18.00	7.7	10	.0	650.0	0	9055	13.13	13150	19.07
1985#	685.3	98.1	96.5	1197.3	4.3	0.0	1.95	18.00	7.7	10	.0	650.0	0	8385	12.24	12170	17.76
1984#	639.6	97.7	95.7	1139.0	4.4	0.0	1.50	15.00	0.0	10	.0	600.0	2	7765	12.14	11270	17.62
HOUSE BEAUTIFUL																	
1988#	870.4	96.7	72.3	631.8	34.8	0.0	1.95	15.97	31.8	12	.0	850.0	0	22620	25.99	33210	38.15
1987	834.0	97.0	72.3	630.7	40.3	0.0	1.95	15.97	31.8	12	.0	800.0	0	20275	24.31	34230	41.04
1986	833.0	97.0	71.6	604.1	43.4	0.0	1.95	15.97	31.8	12	.0	800.0	0	19235	23.09	28240	33.90
1985	839.7	96.5	70.0	547.2	38.8	0.0	1.95	15.97	31.8	12	.0	800.0	0	17810	21.21	26150	31.14
1984	869.3	96.6	68.8	559.9	44.6	0.0	1.95	15.97	31.8	12	.0	800.0	0	16340	18.80	23880	27.47
METROPOLITAN HOME																	
1988	706.8	97.5	88.1	591.9	5.0	0.2	2.50	18.00	40.0	12	.0	700.0	0	20650	29.22	29215	41.33
1987	716.3	97.5	88.5	592.2	4.3	0.1	2.50	18.00	40.0	12	.0	700.0	0	19665	27.45	27825	38.85
1986	724.9	97.6	90.8	621.1	10.5	0.1	2.50	18.00	40.0	12	.0	700.0	0	19665	27.13	27825	38.38
1985	718.1	97.8	90.6	496.7	14.0	0.0	2.50	15.00	50.0	12	.0	700.0	0	12620	17.57	17850	24.86
1984	723.0	97.6	89.7	636.1	12.8	0.0	1.95	15.00	35.9	12	.0	700.0	0	11685	16.16	16530	22.86
1,001 HOME IDEAS																	
1988	1537.5	96.9	97.1	2331.6	10.9	0.0	1.95	22.00	6.0	12	.0	1500.0	0	22930	14.91	27660	17.99
1987#	1517.0	98.1	97.0	2237.3	15.4	0.0	1.95	22.00	6.0	12	.0	1500.0	1	21630	14.26	26095	17.20
1986#	1533.9	98.3	97.1	1783.6	16.2	0.0	1.95	22.00	6.0	12	.0	1500.0	0	20600	13.43	24850	16.20
1985	1537.0	97.8	97.6	1668.7	17.0	0.0	2.25	22.00	18.5	12	.0	1500.0	0	19430	12.64	23435	15.25
1984#	1520.8	97.5	97.9	1571.7	22.3	0.0	1.95	18.00	23.1	12	.0	1500.0	0	18160	11.94	21900	14.40
PRACTICAL HOMEOWNER																	
1988	725.6	92.7	97.3	667.0	19.4	82.4	2.00	12.97	27.9	9	26.5	725.0	5	11150	15.37	15725	21.67
1987	713.8	93.4	96.7	741.7	30.3	89.4	2.00	12.97	27.9	9	.0	700.0	1	10450	14.64	14735	20.64
1986	707.7	92.9	95.8	774.6	63.5	84.3	2.00	11.00	38.9	9	11.5	700.0	1	10050	14.20	14065	19.87
1985	729.2	92.5	96.2	824.7	55.2	78.2	2.00	11.00	38.9	9	.0	700.0	0	10050	13.78	14065	19.29
1984	710.7	93.3	96.7	842.4	32.6	75.6	1.50	11.00	18.5	9	.0	675.0	0	8460	11.90	11840	16.66

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Home Service & Home (cont.)																	
SOUTHERN ACCENTS																	
1988	261.1	99.5	81.8	261.2	82.2	0.2	4.00	34.00	41.7–	6	.0	250.0	0	7190	27.54	9800	37.53
1987#	250.4	99.5	80.4	236.9	91.0	0.0	4.00	18.00	25.0	6	.0	250.0	0	6420	25.64	8750	34.94
1986#	250.6	98.2	79.3	208.6	58.3	0.0	4.00	18.00	25.0	6	.0	225.0	0	5500	21.95	7500	29.93
1985	206.6	99.0	75.1	223.0	72.7	1.1	4.00	18.00	25.0	6	.0	200.0	1	4820	23.33	6590	31.90
1984	177.7	98.6	74.0	110.5	34.0	0.0	3.95	18.00	24.1	6	.0	200.0	6	4520	25.44	6195	34.86
SOUTHERN LIVING																	
1988	2285.2	99.6	92.1	2045.0	55.0	0.1	2.50	21.95	26.8	12	.0	2275.0	0	34500	15.10	48650	21.29
1987#	2291.4	99.6	91.8	1855.8	59.2	0.1	2.50	19.95	33.5	12	.0	2250.0	0	32400	14.14	45680	19.94
1986#	2268.2	99.6	93.0	1886.2	62.7	0.0	2.50	19.95	33.5	12	.0	2150.0	0	29960	13.21	42250	18.63
1985#	2308.1	99.6	93.2	1982.8	62.8	0.0	2.50	19.95	33.5	12	.0	2125.0	0	28230	12.23	39800	17.24
1984#	2255.5	99.5	93.5	1906.8	66.1	0.0	2.25	17.95	33.5	12	.0	2100.0	0	25780	11.43	36300	16.09
SUNSET, THE MAGAZINE OF WESTERN LIVING																	
1988	1431.1	97.6	93.5	872.1	45.3	0.0	1.95	16.00	31.6	12	.0	1275.0	0	22455	15.69	31255	21.84
1987	1437.9	97.7	93.7	865.2	47.9	0.0	1.95	14.00	40.2	12	.0	1275.0	0	21696	15.09	30198	21.00
1986	1441.0	97.7	93.1	843.1	45.3	0.0	1.50	14.00	22.2	12	.0	1275.0	0	20683	14.35	28787	19.98
1985	1398.6	97.6	93.2	897.7	45.1	0.0	1.50	14.00	22.2	12	.0	1250.0	0	19421	13.89	27030	19.33
1984	1391.9	97.6	93.6	836.6	46.6	0.0	1.50	14.00	22.2	12	.0	1250.0	0	18150	13.04	25262	18.15
WORKBENCH																	
1988#	874.3	99.1	96.6	523.9	27.2	0.0	2.00	8.00	33.3	6	.0	800.0	0	10810	12.36	15130	17.31
1987#	904.4	99.1	96.0	743.6	23.8	0.0	2.00	6.00	50.0	6	.0	850.0	0	10100	11.17	14140	15.63
1986#	885.9	99.1	95.9	619.2	36.5	0.0	1.50	6.00	33.3	6	.0	850.0	0	9000	10.16	12550	14.17
1985#	883.8	99.1	95.8	675.0	38.7	0.0	1.50	6.00	33.3	6	.0	830.0	0	7390	8.36	10370	11.73
1984#	883.1	99.1	95.6	663.3	41.5	0.0	1.50	6.00	33.3	6	.0	830.0	0	7390	8.37	10370	11.74
Mechanics & Science																	
HOME MECHANIX																	
1988	1225.5	96.2	94.2	1053.2	16.2	0.3	1.75	11.94	43.1	12	.0	1200.0	0	21460	17.51	30435	24.83
1987#	1206.1	95.6	93.2	1215.4	13.1	0.8	1.75	11.94	43.1	12	.0	1200.0	3	19465	16.14	27605	22.89
1986#	1204.8	96.6	92.2	875.6	16.3	0.4	1.75	11.94	43.1	12	.0	1200.0	1	18540	15.39	26290	21.82
1985#	1411.9	96.3	91.9	1087.5	11.5	0.2	1.75	11.94	43.1	12	.0	1200.0	1	17490	12.39	24800	17.56
1984	1591.7	95.6	90.6	1387.5	12.8	0.2	1.50	11.94	33.7	12	29.0	1600.0	7	20240	12.72	28700	18.03
POPULAR MECHANICS																	
1988	1643.9	95.7	84.7	1272.1	26.7	0.1	1.95	13.97	40.3	12	.0	1600.0	0	29605	18.01	42020	25.56
1987	1628.2	95.6	84.1	1181.8	29.9	0.2	1.95	13.97	40.3	12	.0	1600.0	0	28140	17.28	39945	24.53
1986	1639.1	95.0	82.5	1066.2	34.7	0.3	1.50	13.97	22.4	12	.0	1600.0	0	26800	16.35	38045	23.21
1985	1662.6	95.3	81.7	1041.4	42.5	0.7	1.50	13.97	22.4	12	.0	1600.0	0	25045	15.06	35555	21.39
1984	1652.2	95.1	81.4	1208.9	36.7	0.8	1.50	11.97	33.5	12	.0	1600.0	0	22870	13.84	32470	19.65

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Mechanics & Science (cont.)																	
POPULAR SCIENCE																	
1988	1837.9	93.4	87.9	1250.3	8.2	1.3	1.95	13.94	40.4	12	.0	1800.0	0	26760	14.56	37950	20.65
1987	1850.7	93.3	88.1	1365.4	10.4	1.9	1.75	13.94	33.6	12	.0	1800.0	0	25245	13.64	35800	19.34
1986	1846.0	93.2	88.0	1461.6	13.9	1.2	1.75	13.94	33.6	12	0	1800.0	0	24040	13.02	34095	18.47
1985	1810.4	92.4	88.5	1325.2	16.0	0.5	1.75	13.94	33.6	12	8.7	1800.0	0	24040	13.28	34095	18.83
1984	1803.4	90.7	87.3	1216.1	16.6	0.1	1.75	13.94	33.6	12	45.8	1800.0	2	22055	12.23	31280	17.35
Men's																	
ESQUIRE																	
1988	747.9	94.7	82.5	662.4	22.1	7.7	2.50	15.94	46.9	12	.0	700.0	0	18190	24.32	27200	36.37
1987#	703.9	94.3	82.4	602.6	19.9	38.5	2.50	17.94	40.2	12	34.2	700.0	4	18190	25.84	27200	38.64
1986#	697.3	94.2	80.0	555.8	24.2	21.4	2.50	17.94	40.2	12	36.8	700.0	5	17485	25.08	26150	37.50
1985	705.6	94.5	80.7	573.6	18.2	9.3	2.50	17.94	40.2	12	.0	700.0	5	17485	24.78	26150	37.06
1984	719.7	93.9	82.0	599.0	12.5	5.5	2.50	17.94	40.2	12	.0	700.0	4	15250	21.19	22825	31.71
FIREHOUSE																	
1988	109.1	96.6	100.0	89.1	3.5	0.0	2.75	21.00	36.4	12	1.7	110.0	7	3200	29.33	4175	38.27
1987	110.9	96.5	100.0	93.5	2.2	0.0	2.50	21.00	30.0	12	1.6	110.0	1	3200	28.85	4175	37.65
1986#	110.6	96.2	100.0	97.4	2.0	0.0	2.50	21.00	30.0	12	1.7	110.0	1	2950	26.67	3925	35.49
1985	110.2	96.3	100.0	99.4	6.7	0.0	2.50	21.00	30.0	12	.0	100.0	0	2850	25.86	3750	34.03
1984#	109.4	96.7	100.0	102.0	23.1	0.0	2.50	18.00	40.0	12	.0	100.0	0	2575	23.54	3475	31.76
GQ-GENTLEMEN'S QUARTERLY																	
1988	669.0	87.8	45.4	331.7	81.3	0.0	3.00	20.00	44.4	12	.0	525.0	0	14610	21.84	21950	32.81
1987#	677.0	88.7	43.2	371.8	86.0	0.0	3.00	20.00	44.4	12	.0	525.0	0	13780	20.35	20700	30.58
1986#	638.8	89.5	42.8	338.6	87.3	0.0	3.00	18.00	50.0	12	.0	500.0	0	12260	19.19	18425	28.84
1985	645.3	88.2	41.3	332.5	86.9	0.0	2.50	18.00	40.0	12	.0	500.0	0	11150	17.28	16750	25.96
1984#	624.7	88.7	38.5	334.9	88.8	0.0	2.50	18.00	40.0	12	.0	500.0	0	10330	16.54	15520	24.84
M, THE CIVILIZED MAN*																	
1988	150.4	94.6	67.8	198.6	93.8	0.0	3.00	18.00	50.0	12	2.2	150.0	2	7105	47.24	10925	72.64
1987#	137.6	93.8	60.4	135.2	27.5	0.0	3.00	18.00	50.0	12	.0	130.0	1	6460	46.95	9930	72.17
1986#	134.6	92.1	56.3	116.8	15.1	0.1	3.00	24.00	33.3	12	5.5	130.0	2	6210	46.14	9550	70.95
1985	133.9	93.0	61.0	103.5	8.9	0.0	3.00	24.00	33.3	12	.0	100.0	0	5860	43.76	9010	67.29
1984	100.5	94.3	62.4	107.0	3.1	0.8	3.00	24.00	33.3	12	.0	N.C.	N.A.	4945	49.20	7605	75.67
NATIONAL LAMPOON																	
1988	242.8	86.3	31.2	54.2	0.0	0.0	3.95	15.95	32.7	6	12.8	250.0	5	5450	22.45	7900	32.54
1987#	238.6	85.8	32.1	37.1	0.0	0.0	3.95	15.95	32.7	6	14.9	250.0	1	5450	22.84	7900	33.11
1986#	270.0	85.2	36.4	32.6	0.6	0.1	3.95	15.95	63.3	11	23.3	300.0	10	5700	21.11	8100	30.00
1985	392.0	88.0	49.3	156.6	0.4	1.6	2.00	11.95	50.2	12	63.0	450.0	11	7600	19.39	11200	28.57
1984	462.6	88.4	50.3	187.8	0.5	0.0	2.00	11.95	50.2	12	47.1	450.0	3	7100	15.35	10500	22.70

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Men's (cont.)																	
PENTHOUSE																	
1988	2080.7	86.4	11.4	258.0	83.8	6.8	4.50	36.00	33.3	12	.0	2250.0	11	31790	15.28	35640	17.13
1987#	2250.8	84.8	10.5	203.4	78.5	6.3	4.00	36.00	25.0	12	.0	2250.0	9	28900	12.84	32400	14.39
1986#	2540.2	83.6	9.9	174.6	82.3	5.7	4.00	36.00	25.0	12	.0	3000.0	12	36695	14.45	41140	16.20
1985	3105.9	86.7	7.7	223.1	84.1	1.4	3.50	36.00	14.3	12	.0	3400.0	11	33360	10.74	37400	12.04
1984	3485.7	86.5	5.7	223.0	93.7	2.5	3.00	30.00	16.7	12	.0	3400.0	8	22930	6.58	34000	9.75
PLAYBOY																	
1988	3480.7	91.5	74.5	3299.2	25.7	1.1	4.00	28.00	41.7	12	.0	3400.0	2	41680	11.97	58370	16.77
1987#	3702.5	92.6	64.1	3013.0	29.7	1.3	3.50	24.00	42.9	12	49.6	3400.0	3	38955	10.52	54550	14.73
1986#	3689.3	92.6	69.7	2724.7	25.4	0.0	3.50	24.00	42.9	12	93.6	3400.0	10	37100	10.06	51955	14.08
1985	4131.3	89.6	60.6	3081.3	26.8	0.0	4.00	22.00	54.2	12	.0	4100.0	5	44740	10.83	62650	15.16
1984	4209.8	90.1	56.2	2769.6	31.1	0.3	3.00	22.00	38.9	12	9.0	4100.0	5	41085	9.76	47845	11.37
Metropolitan/Regional/State																	
BOSTON MAGAZINE																	
1988#	127.8	99.6	78.4	113.6	38.8	2.2	2.50	15.00	50.0	12	2.8	124.0	0	5245	41.04	7500	58.69
1987#	128.2	99.6	77.6	90.6	38.9	0.7	1.95	15.00	35.9	12	.2	121.0	0	4770	37.21	6820	53.20
1986#	129.1	96.6	78.6	103.3	36.7	0.0	1.95	15.00	35.9	12	.0	118.0	0	4335	33.58	6200	48.02
1985#	131.5	99.7	79.9	113.3	29.8	0.0	1.95	15.00	35.9	12	.0	115.0	0	3770	28.67	5390	40.99
1984	119.3	99.7	80.6	115.6	26.4	0.0	1.95	15.00	35.9	12	.0	110.0	1	3335	27.95	4770	39.98
CALIFORNIA MAGAZINE																	
1988	359.7	99.4	96.5	427.5	3.2	0.0	2.00	12.00	50.0	12	8.4	350.0	0	12865	35.77	17150	47.68
1987	358.9	99.3	95.9	413.5	4.2	0.0	2.00	12.00	50.0	12	4.1	350.0	0	10830	30.18	16335	45.51
1986	342.2	99.3	95.0	439.2	8.4	0.0	2.00	12.00	50.0	12	2.3	350.0	0	10830	31.65	16335	47.74
1985	300.0	99.2	94.2	319.8	12.1	0.0	2.00	12.00	50.0	12	2.4	300.0	0	8950	29.83	13500	45.00
1984	273.5	99.3	92.9	332.0	14.0	0.0	2.00	12.00	50.0	12	5.0	285.0	3	8235	30.11	12345	45.14
LOS ANGELES MAGAZINE																	
1988	173.5	99.3	73.6	147.1	22.3	0.0	2.50	19.00	36.7	12	4.1	172.0	5	5875	33.86	8750	50.43
1987#	171.8	99.2	74.0	104.7	34.5	0.0	2.50	19.00	36.7	12	4.0	170.0	5	5875	34.20	8750	50.93
1986#	171.8	99.2	74.6	128.4	37.3	0.0	2.25	19.00	29.6	12	2.9	170.0	3	5430	31.61	8085	47.06
1985	166.6	99.2	67.6	123.0	38.3	0.6	2.25	19.00	29.6	12	13.5	165.0	5	4935	29.62	7350	44.12
1984#	165.0	99.2	62.4	99.3	47.3	9.3	2.25	19.00	29.6	12	14.5	165.0	2	4485	27.18	6690	40.55
NEW ENGLAND MONTHLY																	
1988#	109.8	99.7	87.1	113.0	85.5	0.0	1.95	12.00	48.7	12	1.3	115.0	3	4090	37.25	6150	56.01
1987	101.6	99.8	87.0	105.8	83.9	0.0	1.95	12.00	48.7	12	1.9	100.0	1	3320	32.68	4995	49.16
1986	93.2	99.7	87.6	85.7	79.7	0.1	1.95	12.00	48.7	12	2.6	95.0	2	2910	31.22	4365	46.83
1985	80.2	99.8	87.0	97.6	21.2	0.0	1.75	12.00	42.9	12	1.8	85.0	1	2590	32.29	3885	48.44
1984																	

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Metropolitan/Regional/State (cont.)																	
SAN FRANCISCO FOCUS																	
1988	187.2	100.0	97.1	253.9	100.0	0.0	2.50	5.00	83.3	12	1.7	175.0	0	4765	25.45	6455	34.48
1987#	202.7	100.0	97.3	255.5	100.0	0.0	2.50	5.00	83.3	12	9.9	200.0	3	4455	21.98	6035	29.77
1986#	194.0	100.0	96.8	295.9	100.0	0.0	1.95	5.00	78.6	12	22.1	185.0	0	4085	21.06	5535	28.53
1985	172.4	100.0	97.1	225.4	100.0	0.0	1.95	5.00	78.6	12	15.5	160.0	1	3550	20.59	4815	27.93
1984#	164.5	100.0	99.0	160.2	100.0	0.0	1.50	5.00	72.2	12	12.5	160.0	4	3225	19.60	4375	26.60
TEXAS MONTHLY																	
1988	304.2	99.6	85.6	269.6	23.1	0.0	1.95	18.00	23.1	12	.3	295.0	2	9840	32.35	15085	49.59
1987	310.6	99.5	85.0	228.0	26.6	0.1	1.95	18.00	23.1	12	.0	295.0	1	9325	30.02	14300	46.04
1986	286.3	99.6	84.1	251.3	27.9	0.0	2.00	18.00	25.0	12	11.1	280.0	5	8490	29.65	13020	45.48
1985	285.1	99.6	83.8	226.4	31.5	0.9	2.00	18.00	25.0	12	1.5	280.0	3	8050	28.24	12340	43.28
1984	288.9	99.6	83.0	250.7	28.7	0.3	2.00	18.00	25.0	12	.0	280.0	0	7455	25.80	11425	39.55
Motorcycle																	
CYCLE WORLD																	
1988	275.9	90.4	72.2	175.9	13.3	1.3	2.00	15.94	33.6	12	18.9	285.0	10	10290	37.30	15440	55.96
1987#	285.3	90.6	71.4	173.1	17.0	0.4	1.75	13.94	33.6	12	24.1	285.0	12	10290	36.07	15440	54.12
1986#	313.6	91.2	72.3	169.1	18.8	7.5	1.75	13.94	33.6	12	44.8	325.0	8	10290	32.81	15440	49.23
1985#	337.0	91.3	73.6	208.0	13.7	17.1	1.75	13.94	33.6	12	41.6	325.0	6	9710	28.81	14565	43.22
1984#	356.9	90.8	72.1	249.3	12.0	6.9	1.50	13.94	22.6	12	35.8	350.0	9	9710	27.21	14565	40.81
Music																	
HIGH FIDELITY																	
1988	320.2	92.8	94.2	238.8	68.9	0.0	2.50	13.95	53.5	12	.0	300.0	2	13750	42.94	19775	61.76
1987#	290.7	89.3	92.8	165.2	68.0	0.0	2.50	13.95	53.5	12	.0	300.0	9	12930	44.48	18480	63.57
1986#	375.3	89.1	93.3	160.1	47.1	0.2	2.50	13.95	53.5	12	12.2	350.0	2	12930	34.45	18480	49.24
1985#	410.2	90.2	92.3	263.7	54.9	0.4	1.95	13.95	40.4	12	43.3	400.0	1	12930	31.52	18480	45.05
1984#	396.3	91.6	91.6	218.4	48.6	0.5	1.95	13.95	40.4	12	18.8	400.0	2	14955	37.74	21375	53.94
ROLLING STONE																	
1988#	1225.1	94.6	77.3	1084.2	8.6	2.7	2.50	25.95	56.8	24	.0	1350.0	0	26250	21.43	37415	30.54
1987#	1123.8	94.7	74.2	1049.0	10.1	9.0	1.95	23.95	48.8	24	.0	1250.0	0	22825	20.31	33405	29.73
1986#	1068.5	94.4	74.1	879.9	11.6	1.9	1.95	23.95	48.8	24	.0	1250.0	0	20980	19.64	30705	28.74
1985#	990.9	93.7	71.0	880.4	9.0	6.4	1.95	19.95	57.4	24	.0	1000.0	0	19425	19.60	28430	28.69
1984	825.7	93.4	67.8	914.1	51.4	3.8	1.50	19.95	44.6	24	.0	775.0	0	14690	17.79	21500	26.04
News-Weeklies																	
JET																	
1988	851.2	98.1	82.2	1128.6	54.2	0.0	1.25	36.00	43.5	51	34.8	850.0	23	10895	12.80	15190	17.85
1987	833.6	97.9	81.4	1042.7	59.5	0.0	1.25	36.00	43.5	51	69.5	850.0	23	10875	13.05	15190	18.22
1986	810.9	97.5	82.1	902.0	58.2	0.0	1.25	36.00	44.6	52	249.7	800.0	16	9905	12.21	13810	17.03
1985	817.2	96.8	80.4	908.4	56.8	0.0	1.25	36.00	43.5	51	273.4	800.0	15	9905	12.12	13810	16.90
1984	851.6	97.7	78.0	941.5	59.1	0.0	1.25	36.00	44.6	52	210.2	800.0	11	8254	9.69	11508	13.51

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News-Weeklies (cont.)

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NEWSWEEK																	
1988	3271.4	95.4	94.4	3397.8	7.6	31.1	2.00	41.08	60.5	52	2.7	3100.0	0	57495	17.58	91945	28.11
1987	3189.6	95.0	94.3	3512.7	9.4	26.0	2.00	41.00	60.6	52	23.5	3050.0	0	54095	16.96	86500	27.12
1986	3077.5	94.7	93.9	3518.4	31.7	32.9	2.00	41.00	60.6	52	194.7	3050.0	18	54095	17.58	84390	27.42
1985	3058.2	94.9	94.5	3474.6	47.5	23.6	1.95	39.00	61.5	52	102.1	3000.0	5	50795	16.61	79240	25.91
1984	3024.6	95.9	94.1	3342.0	49.0	21.9	1.75	39.00	58.7	54	150.4	3000.0	15	47250	15.62	73710	24.37
NEW YORK MAGAZINE																	
1988	429.1	99.1	90.9	447.4	37.1	5.6	1.95	37.00	62.1	50	.0	415.0	0	14200	33.09	22360	52.11
1987	429.9	99.2	90.6	460.0	37.2	6.9	1.95	35.00	64.1	50	.0	415.0	0	13400	31.17	21090	49.06
1986	427.9	99.2	90.3	425.3	44.2	7.9	1.95	33.00	66.2	50	.0	415.0	3	12640	29.54	19900	46.51
1985	441.7	99.2	90.7	422.3	40.4	7.4	1.95	33.00	66.2	50	.0	415.0	0	11810	26.74	18600	42.11
1984	436.8	99.2	90.6	462.8	34.0	1.4	1.75	33.00	62.3	50	.0	400.0	0	10860	24.86	17100	39.15
PEOPLE WEEKLY																	
1988	3314.3	94.1	45.2	1930.5	54.6	0.7	1.69	61.88	28.2	51	5.8	2950.0	4	54325	16.39	70025	21.13
1987#	3101.6	94.6	44.5	1980.8	60.1	0.0	1.69	58.50	33.4	52	27.6	2900.0	13	50820	16.39	65505	21.12
1986#	2940.5	94.2	42.9	1690.0	51.3	0.0	1.50	56.50	26.1	51	43.0	2850.0	24	47595	16.19	61345	20.86
1985#	2902.6	93.6	41.9	1816.1	49.8	0.4	1.50	51.50	32.7	51	18.5	2850.0	22	43775	15.08	56425	19.44
1984#	2769.5	93.4	36.5	1499.9	64.8	0.0	1.25	46.00	27.8	51	11.5	2750.0	21	40370	14.58	52050	18.79
SPORTING NEWS, THE																	
1988	737.3	97.6	94.6	1202.8	11.2	2.0	2.25	59.95	52.4	56	8.7	725.0	4	15520	21.05	19550	26.52
1987#	736.4	97.5	94.0	997.3	16.5	2.0	2.25	59.95	50.7	54	2.9	725.0	1	14080	19.12	17730	24.08
1986#	719.6	97.1	92.7	1038.0	8.9	0.0	1.95	54.85	48.9	55	3.8	711.0	1	13282	18.46	16728	23.25
1985#	713.0	97.3	92.3	1178.6	16.3	0.2	1.95	51.50	48.2	51	15.9	700.0	6	12530	17.57	15781	22.13
1984#	664.9	97.0	91.3	930.7	21.9	1.5	1.75	45.00	50.5	52	15.5	660.0	2	11391	17.13	14346	21.58
SPORTS ILLUSTRATED																	
1988	3382.2	94.2	95.5	5084.5	72.0	46.2	2.25	64.26	47.1	54	14.2	3000.0	0	65230	19.29	101760	30.09
1987	3152.3	94.5	95.5	4463.8	69.7	46.0	2.25	64.26	47.1	54	16.1	2975.0	0	57350	18.19	89470	28.38
1986	2888.6	95.0	95.5	4233.1	64.2	42.7	2.25	58.86	50.6	53	66.1	2800.0	4	53750	18.61	83850	29.03
1985	2781.1	95.2	95.9	4179.3	62.4	40.1	1.95	53.40	48.3	53	68.4	2725.0	6	49815	17.91	77710	27.94
1984	2667.6	95.3	95.9	3933.1	52.8	37.4	1.95	52.40	50.2	54	41.2	2550.0	0	44365	16.63	69210	25.94
TIME - THE WEEKLY NEWSMAGAZINE																	
1988	4693.2	98.6	95.2	7473.1	44.7	65.2	2.00	58.24	44.0	52	91.2	4600.0	5	77010	16.41	120130	25.60
1987	4690.8	98.6	94.9	6974.4	18.7	66.8	2.00	58.24	44.0	52	102.1	4600.0	8	77010	16.42	120130	25.61
1986	4776.3	98.6	95.3	7378.2	20.6	60.5	1.95	58.24	42.6	52	155.8	4600.0	9	73695	15.43	114955	24.07
1985	4648.1	98.8	95.3	6879.8	70.1	50.9	1.95	58.24	42.6	52	305.6	4600.0	23	69650	14.98	108650	23.38
1984	4625.2	98.8	95.2	6438.2	77.3	38.8	1.95	51.50	50.2	53	196.4	4600.0	20	65275	14.11	101825	22.02

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Year End. 12-31	Ave. Paid Circ.	% Circ. In 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
News-Weeklies (cont.)																	
TV GUIDE																	
1988	16604.3	99.6	54.1	11225.0	40.8	3.7	0.75	37.44	5.8	53	.0	16400.0	27	88900	5.35	104600	6.30
1987#	17125.6	99.6	51.7	12633.1	38.9	3.6	0.60	29.90	4.2	52	.0	16400.0	0	84600	4.94	99750	5.82
1986#	16837.5	99.6	49.8	11297.5	41.6	3.7	0.60	29.90	4.2	52	.0	16400.0	23	81300	4.83	95900	5.70
1985	17031.9	96.5	50.3	10573.4	42.7	7.4	0.60	29.90	4.2	52	47.8	17000.0	25	80200	4.71	94700	5.56
1984	17230.4	99.5	50.0	12099.3	80.7	3.8	0.60	29.90	4.2	52	.0	17000.0	12	75700	4.39	89300	5.18
U.S. NEWS & WORLD REPORT																	
1988	2333.1	97.5	97.4	2892.9	78.5	41.2	1.95	39.75	59.2	50	.0	2050.0	0	40180	17.22	59965	25.70
1987	2290.5	97.6	97.4	2632.7	75.4	38.1	1.95	34.50	65.3	51	.0	2050.0	0	36400	15.89	55300	24.14
1986	2300.1	97.6	97.6	2513.6	74.5	28.4	1.95	34.50	65.3	51	3.3	2050.0	0	35000	15.22	55300	24.04
1985	2077.7	97.6	97.4	3554.4	54.2	15.0	1.95	29.00	70.8	51	119.3	2050.0	16	33155	15.96	52330	25.19
1984	2091.9	97.5	97.2	2776.2	58.4	19.3	1.75	41.00	54.9	52	61.2	2050.0	4	30985	14.81	48905	23.38
News-Biweeklies, Semi-Monthlies																	
US																	
1988#	1317.0	92.6	69.0	854.4	21.0	0.0	1.75	23.95	43.0	24	.0	1200.0	0	19660	14.93	25380	19.27
1987#	1165.5	91.6	66.0	969.0	32.9	0.2	1.50	23.95	33.5	24	.0	1040.0	0	16410	14.08	18215	15.63
1986	1014.5	91.7	62.6	964.3	28.4	3.1	1.50	23.95	38.6	26	35.6	1000.0	2	16410	16.18	21180	20.88
1985#	950.2	89.9	57.9	828.4	7.8	0.0	1.50	23.95	36.1	25	16.5	900.0	6	12215	12.86	15770	16.60
1984	1012.9	91.1	47.5	631.5	5.1	0.0	1.25	23.95	29.0	27	.0	1100.0	21	14145	13.96	18260	18.03
Photography																	
AMERICAN PHOTOGRAPHER																	
1988	244.6	94.0	89.4	206.0	14.5	0.3	2.50	17.90	40.3	12	2.9	250.0	9	9965	40.74	15825	64.70
1987#	252.4	93.8	85.8	253.2	14.5	1.7	2.50	17.90	40.3	12	4.2	250.0	2	9400	37.24	14930	59.15
1986#	253.1	94.2	86.5	214.6	18.4	0.2	2.50	19.90	33.7	12	28.9	250.0	0	9400	37.14	14930	58.99
1985#	273.5	91.7	85.4	242.4	15.8	2.5	2.50	19.90	33.7	12	15.2	250.0	7	8870	32.43	14085	51.50
1984	297.2	94.5	85.7	289.9	13.3	1.2	2.25	19.90	26.3	12	.0	285.0	2	9240	31.09	14675	49.38
MODERN PHOTOGRAPHY																	
1988	682.1	94.4	89.4	450.6	36.6	0.0	2.50	13.98	53.4	12	.0	675.0	4	26920	39.47	38570	56.55
1987#	657.6	93.9	86.5	543.3	50.2	0.1	2.50	13.98	53.4	12	7.4	650.0	5	29920	45.50	40570	61.69
1986#	685.5	93.4	87.6	450.9	30.0	0.1	2.50	13.98	53.4	12	55.9	650.0	8	29920	43.65	40570	59.18
1985#	737.4	93.3	86.6	442.7	15.9	1.4	2.25	13.98	48.2	12	.0	725.0	1	29920	40.57	40570	55.02
1984#	714.9	93.1	84.7	542.3	23.7	9.8	1.95	13.98	40.3	12	.0	700.0	3	27730	38.79	37600	52.59
Science/Technology																	
DISCOVER																	
1988#	1018.4	87.5	82.4	1004.7	34.3	8.0	2.50	27.00	10.0	12	.0	1000.0	0	16130	15.84	23400	22.98
1987	1189.7	88.9	84.9	781.8	30.6	11.1	2.50	27.00	10.0	12	2.4	925.0	0	13655	11.48	19810	16.65
1986	1103.2	92.3	85.4	971.9	60.3	35.8	2.50	24.00	20.0	12	11.2	850.0	2	11840	10.73	17175	15.57
1985#	936.6	88.8	86.2	925.1	60.9	27.1	2.50	24.00	20.0	12	6.5	850.0	0	10965	11.71	15905	16.98
1984#	983.9	88.5	87.0	890.1	65.5	26.9	2.00	22.00	8.3	12	10.8	935.0	0	17230	17.51	24990	25.40

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Science/Technology (cont.)																	
NATURAL HISTORY																	
1988#	520.1	97.0	98.2	451.0	100.0	5.6	2.50	22.00	26.7	12	.0	505.0	0	10225	19.66	14955	28.75
1987#	515.5	97.7	98.8	423.6	88.3	7.1	2.50	20.00	33.3	12	.0	500.0	0	9745	18.90	14250	27.64
1986#	502.9	97.6	98.9	433.0	105.1	5.1	2.50	20.00	33.3	12	0	495.0	0	9200	18.29	13450	26.74
1985#	498.6	97.4	98.8	495.8	83.7	4.5	2.50	20.00	33.3	12	.0	490.0	0	8700	17.45	12700	25.47
1984#	503.5	97.1	98.8	419.4	100.0	2.1	2.50	18.00	40.0	12	.0	485.0	0	8150	16.19	12000	23.83
OMNI																	
1988#	931.5	87.2	71.4	728.0	37.7	5.0	3.50	24.00	42.9	12	16.7	900.0	3	22350	23.99	31030	33.31
1987	912.5	89.2	67.5	761.0	36.2	3.0	3.00	24.00	33.3	12	10.2	880.0	2	20790	22.78	28865	31.63
1986	856.5	89.4	67.1	595.6	51.0	7.5	3.00	24.00	33.3	12	41.4	855.0	3	19235	22.46	26710	31.19
1985#	863.3	89.5	63.7	663.2	40.4	2.4	2.50	24.00	20.0	12	12.9	855.0	1	17645	20.44	24505	28.39
1984	837.3	88.7	60.8	581.4	68.4	2.0	2.50	24.00	20.0	12	50.4	825.0	3	14850	17.74	22275	26.60
SCIENCE																	
1988	153.3	89.9	100.0	156.4	100.0	0.0	2.50	70.00	46.2	52	.0	150.0	0	4720	30.79	5780	37.70
1987	153.0	90.2	100.0	165.2	100.0	0.0	2.50	65.00	49.0	51	.0	150.0	0	4410	28.82	5400	35.29
1986	152.0	90.5	100.0	154.6	100.0	0.0	2.50	65.00	48.0	50	.0	150.0	0	4200	27.63	5190	34.14
1985	155.7	90.5	100.0	155.6	100.0	0.0	2.50	60.00	52.9	51	.0	150.0	0	3820	24.53	4810	30.89
1984	154.4	90.3	100.0	162.5	100.0	0.0	2.50	56.00	56.1	51	.0	150.0	0	3475	22.51	4375	28.34
SCIENCE NEWS																	
1988	207.5	97.1	100.0	332.6	35.9	0.8	1.00	34.50	33.7	52	4.2	150.0	0	3750	18.07	5250	25.30
1987	153.0	97.0	100.0	165.2	100.0	0.0	2.50	32.50	74.5	51	.0	150.0	0	3750	24.51	5250	34.31
1986	152.0	96.9	14.0	154.6	54.0	0.0	2.50	32.50	74.5	51	.0	150.0	0	4410	29.01	5400	35.53
1985	155.7	96.5	13.6	155.6	100.0	0.0	2.50	30.00	76.5	51	.0	150.0	0	3820	24.53	4810	30.89
1984	154.4	96.5	13.8	162.5	100.0	0.0	2.50	28.00	78.0	51	.0	150.0	0	3475	22.51	4375	28.34
SCIENTIFIC AMERICAN*																	
1988	636.1	76.9	77.0	496.4	51.6	52.8	2.95	24.00	32.2	12	12.1	600.0	0	16300	25.62	24450	38.44
1987	609.2	77.7	77.7	443.5	76.3	67.7	2.50	24.00	20.0	12	28.3	600.0	6	15300	25.11	22950	37.67
1986																	
1985																	
1984																	
SPECTRUM*																	
1988	276.0	77.4	100.0	288.4	100.0	0.0	0.00	7.50	0.0	12	.3	N.C.	N.A.	8750	31.70	9550	34.60
1987	265.4	78.8	100.0	285.2	100.0	0.0	0.00	7.50	0.0	12	.7	280.0	11	8495	32.01	9295	35.02
1986	254.2	79.7	100.0	276.2	100.0	0.0	0.00	7.50	0.0	12	2.5	270.0	12	7725	30.39	8525	33.54
1985	247.1	80.7	100.0	267.9	100.0	0.0	0.00	7.50	0.0	12	13.7	255.0	8	7023	28.42	7823	31.66
1984	240.1	80.7	50.0	113.1	100.0	0.0	15.00	7.00	92.2	6	.0	240.0	4	6215	25.89	7015	29.22

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Senior Citizens																	
MODERN MATURITY																	
1988#	18613.3	99.4	100.0	12907.8	100.0	0.0	0.0	0.00	0.0	6	.0	17400.0	0	143500	7.71	159000	8.54
1987	16360.9	99.4	100.0	12682.5	100.0	0.0	0.00	2.40	0.0	6	260.5	15800.0	0	138100	8.44	153000	9.35
1986	14285.2	99.4	100.0	11986.6	100.0	0.0	0.00	2.40	0.0	6	521.9	13000.0	0	138100	9.67	153000	10.71
1985	12228.7	99.4	100.0	9611.8	100.0	0.0	0.00	2.40	0.0	6	538.9	10000.0	0	82310	6.73	92000	7.52
1984	10329.1	99.4	100.0	8221.4	100.0	0.0	0.00	2.00	0.0	6	508.8	9000.0	0	68590	6.64	76680	7.42
NEW CHOICES FOR THE BEST YEARS																	
1988#	499.6	99.0	100.0	741.3	13.1	0.0	2.50	15.00	50.0	12	8.7	500.0	6	12288	24.60	16732	33.49
1987#	475.7	99.0	100.0	582.0	13.9	0.0	1.50	15.00	16.7	12	9.0	475.0	3	10991	23.10	14966	31.46
1986#	445.5	99.0	100.0	533.1	15.1	0.2	1.50	15.00	16.7	12	18.9	450.0	7	9970	22.38	13575	30.47
1985#	414.2	99.1	100.0	599.1	10.5	0.0	1.50	15.00	16.7	12	1.7	420.0	0	8820	21.29	12010	29.00
1984#	315.2	99.0	100.0	341.9	65.8	0.0	1.50	15.00	16.7	12	6.4	315.0	2	5695	18.07	7755	24.60
NRTA/AARP NEWS BULLETIN																	
1988	18249.4	99.4	100.0	12907.8	100.0	0.0	0.00	0.00	0.0	11	.0	17100.0	0	N.A.		N.A.	
1987	15951.5	99.4	100.0	12682.5	100.0	0.0	0.00	0.60	0.0	11	126.7	15500.0	1	N.A.		N.A.	
1986	13733.4	99.4	100.4	11986.6	100.0	0.0	0.00	0.60	0.0	11	.0	12700.0	0	N.A.		N.A.	
1985	11668.9	99.4	100.4	9611.8	100.0	0.0	0.00	0.60	0.0	11	.0	10000.0	0	N.A.		N.A.	
1984	10004.5	99.4	100.4	8221.4	100.0	0.0	0.00	0.60	0.0	11	.0	N.C.	N.A.	N.A.		N.A.	
Sports																	
BICYCLING																	
1988	308.3	90.4	68.2	229.4	42.7	65.6	2.50	15.97	36.1	10	.0	255.0	0	7345	23.82	9915	32.16
1987	271.5	90.5	66.9	217.4	58.4	65.8	2.50	15.97	36.1	10	.0	250.0	0	6740	24.83	9100	33.52
1986	256.6	90.9	70.7	182.3	49.7	73.1	2.50	15.97	36.1	10	19.5	250.0	2	6420	25.02	8665	33.77
1985	248.3	90.4	69.3	196.8	56.0	72.1	2.50	14.97	33.5	9	.0	240.0	0	5680	22.88	7670	30.89
1984	251.7	90.7	66.2	178.4	59.2	63.2	2.00	14.97	16.8	9	.0	220.0	0	4940	19.63	6670	26.50
GOLF DIGEST																	
1988	1322.3	92.6	89.9	1224.9	25.6	0.0	2.50	19.94	33.5	12	.0	1300.0	0	32750	24.77	49130	37.15
1987	1243.4	92.5	90.0	1114.6	28.6	0.0	1.95	19.94	14.8	12	.0	1225.0	0	29400	23.64	44100	35.47
1986	1229.6	92.6	91.3	1034.5	29.8	0.8	1.95	19.94	14.8	12	.0	1225.0	0	28000	22.77	42000	34.16
1985	1231.3	93.0	91.8	1040.2	30.4	6.9	1.95	19.94	14.8	12	.0	1200.0	0	25660	20.84	38490	31.26
1984	1211.8	92.9	92.2	1116.8	27.8	4.5	1.95	17.95	23.3	12	.0	1200.0	0	23330	19.25	34995	28.88
GOLF ILLUSTRATED																	
1988#	353.6	96.0	91.3	818.4	2.5	0.0	1.95	15.00	23.1	10	.0	350.0	0	6000	16.97	9000	25.45
1987#	252.7	96.6	87.3	563.5	2.3	0.0	1.95	15.00	23.1	10	.0	250.0	0	4000	15.83	6000	23.74
1986																	
1985																	
1984																	

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Sports (cont.)

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GOLF MAGAZINE																	
1988#	938.5	92.3	88.0	707.7	4.9	21.5	2.50	15.94	46.9	12	.0	900.0	0	23140	24.66	34730	37.01
1987#	895.5	93.2	88.1	713.5	6.3	9.8	1.95	15.94	31.9	12	.0	850.0	0	20615	23.02	30940	34.55
1986#	846.2	92.7	89.1	655.4	8.3	7.9	1.95	15.94	31.9	12	.0	825.0	0	19060	22.52	28605	33.80
1985#	804.1	92.7	89.9	606.8	8.1	2.8	1.95	15.94	31.9	12	7.2	800.0	1	17405	21.65	26125	32.49
1984	786.4	93.1	89.5	557.8	5.8	0.2	1.95	15.94	31.9	12	.0	770.0	0	15540	19.76	23325	29.66
INSIDE SPORTS																	
1988#	534.8	93.1	62.5	442.6	6.9	0.0	2.50	18.00	40.0	12	.0	500.0	2	7370	13.78	11000	20.57
1987	458.4	92.8	57.1	306.6	22.3	0.0	2.25	18.00	33.3	12	.0	425.0	1	5980	13.05	8925	19.47
1986#	402.7	92.7	54.0	261.2	23.3	0.0	2.25	18.00	33.3	12	.0	400.0	5	5160	12.81	7700	19.12
1985#	348.4	92.0	56.7	179.7	27.7	0.0	2.00	18.00	25.0	12	.0	350.0	5	4515	12.96	6740	19.35
1984#	287.5	92.1	52.7	241.7	39.1	0.0	2.00	18.00	25.0	12	.0	300.0	4	3870	13.46	5775	20.09
MUSCLE & FITNESS																	
1988	602.4	84.6	19.7	139.3	46.2	0.2	3.95	35.00	26.2	12	.0	N.C.	N.A.	8550	14.19	9900	16.43
1987	570.5	81.5	18.5	134.4	14.6	3.1	3.95	35.00	26.2	12	.0	N.C.	N.A.	7190	12.60	8920	15.64
1986	523.7	82.1	16.3	104.3	48.4	11.1	3.50	29.95	28.7	12	.0	N.C.	0	6095	11.64	7560	14.44
1985	449.2	82.6	14.1	96.2	72.6	7.5	3.50	29.95	28.7	12	.0	N.C.	0	5000	11.13	6575	14.64
1984	420.1	79.6	12.6	85.5	72.8	40.4	2.95	29.95	15.4	12	.0	N.C.	0	3719	8.85	5020	11.95
OUTSIDE																	
1988#	281.3	93.2	77.1	219.8	19.2	21.9	2.50	18.00	40.0	12	4.4	300.0	8	9360	33.27	13520	48.06
1987#	270.2	93.3	76.9	202.2	19.8	20.9	1.95	18.00	23.1	12	.0	275.0	1	9360	34.64	13520	50.04
1986	246.5	93.4	73.6	202.1	16.2	22.9	1.95	18.00	23.1	12	2.1	240.0	0	8180	33.18	11890	48.24
1985	221.2	93.9	73.8	162.2	10.6	9.2	1.95	18.00	23.1	12	7.6	220.0	4	6925	31.31	10380	46.93
1984	220.4	93.3	71.9	157.1	11.3	1.9	1.95	16.00	25.4	11	7.7	220.0	1	6470	29.36	9700	44.01
RUNNER'S WORLD																	
1988	442.1	92.1	82.2	333.6	22.5	78.0	2.95	24.00	32.2	12	.0	425.0	0	14155	32.02	21130	47.79
1987	398.3	90.0	79.7	314.0	39.5	73.3	2.50	19.95	33.5	12	.0	420.0	1	13325	33.45	19890	49.94
1986	290.3	90.0	75.3	239.2	73.8	42.6	2.50	19.95	33.5	12	33.6	275.0	7	8725	30.06	13090	45.09
1985	294.2	89.3	73.3	192.7	41.4	12.8	2.50	21.50	28.3	12	48.1	300.0	8	8310	28.25	12455	42.34
1984	346.7	88.6	67.0	191.5	55.7	23.7	2.50	21.50	28.3	12	47.4	400.0	12	8760	25.27	11940	34.44
SKIING																	
1988	450.7	93.9	79.5	271.8	27.4	16.2	1.95	11.94	12.5	7	2.7	440.0	1	18245	40.48	24780	54.98
1987	449.3	93.4	78.9	235.4	27.4	13.2	1.95	11.94	12.5	7	.0	440.0	1	17215	38.32	23380	52.04
1986	451.9	94.5	80.2	249.4	28.5	10.2	1.95	9.98	26.9	7	.0	440.0	1	16875	37.34	22920	50.72
1985	439.7	94.4	79.8	309.4	22.0	11.4	1.95	9.98	26.9	7	2.7	430.0	0	15555	35.38	21125	48.04
1984	432.8	93.5	78.6	266.4	22.7	15.9	1.75	9.98	18.5	7	30.8	430.0	4	14270	32.97	19380	44.78
SKI MAGAZINE																	
1988#	456.5	92.4	81.5	309.3	3.6	18.4	1.95	9.94	36.3	8	6.1	450.0	1	16240	35.58	22290	48.83
1987	452.4	92.0	80.4	306.1	7.4	5.7	1.75	9.94	29.0	8	.0	450.0	0	15320	33.86	21030	46.49
1986#	434.1	91.4	80.8	327.8	7.8	3.0	1.75	9.94	29.0	8	8.2	450.0	0	13765	31.71	18895	43.53
1985	420.2	91.6	81.3	260.0	7.2	2.8	1.75	9.94	29.0	8	21.5	410.0	0	13765	32.76	18895	44.97
1984#	421.6	92.1	81.7	223.1	8.6	0.0	1.75	11.94	14.7	8	18.8	430.0	1	12745	30.23	17495	41.50

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Sports (cont.)																	
SKIN DIVER MAGAZINE																	
1988	216.9	91.1	81.1	164.4	16.8	7.3	2.95	19.94	43.7	12	.0	200.0	0	6700	30.89	10720	49.42
1987	223.3	91.0	82.2	168.8	13.2	8.2	2.95	19.94	43.7	12	.0	200.0	0	6300	28.21	10080	45.14
1986	215.4	91.4	84.4	178.5	14.7	15.1	2.50	15.94	46.9	12	.0	200.0	0	5900	27.39	9440	43.83
1985	205.6	91.4	84.8	168.8	18.2	4.8	2.50	13.94	53.5	12	.0	200.0	5	5400	26.26	8640	42.02
1984	201.2	90.7	85.4	157.2	22.8	0.9	2.00	11.94	50.3	12	10.5	200.0	5	5000	24.85	8000	39.76
SPORT																	
1988	939.2	95.0	86.4	707.9	54.3	3.3	2.25	12.00	55.6	12	.0	930.0	2	18500	19.70	27400	29.17
1987	931.0	95.3	82.8	531.0	47.2	10.7	2.00	12.00	50.0	12	57.4	930.0	4	17600	18.90	25600	27.50
1986	934.4	95.1	83.2	533.7	54.2	5.8	2.00	12.00	50.0	12	89.6	930.0	3	16600	17.77	24200	25.90
1985	931.6	94.7	83.8	452.5	53.6	5.2	2.00	12.00	50.0	12	29.7	930.0	0	15500	16.64	22600	24.26
1984	928.7	94.7	83.9	461.8	56.8	9.0	2.00	12.00	50.0	12	.0	930.0	0	15500	16.69	22600	24.34
TENNIS																	
1988	532.8	92.8	91.2	364.0	32.9	0.1	1.75	17.94	14.6	12	.3	525.0	0	14470	27.16	21710	40.75
1987	519.9	93.0	91.0	349.2	24.7	0.1	1.75	17.94	14.6	12	.0	525.0	0	13715	26.38	20570	39.57
1986	509.3	92.2	91.0	392.9	31.4	1.5	1.75	17.94	14.6	12	.0	500.0	0	12380	24.31	18570	36.46
1985	507.3	92.2	90.7	437.1	30.0	10.4	1.75	17.94	14.6	12	6.8	500.0	0	11570	22.81	17360	34.22
1984	504.6	92.3	91.2	376.8	20.7	8.5	1.75	13.95	33.6	12	10.2	500.0	0	10520	20.85	15780	31.27
WORLD TENNIS																	
1988#	430.6	96.1	93.9	515.0	68.2	0.0	1.75	15.94	24.1	12	.0	425.0	0	14285	33.17	21395	49.69
1987	385.9	94.5	93.5	426.7	66.8	0.0	1.75	15.94	24.1	12	10.0	375.0	0	9680	25.08	14500	37.57
1986#	376.5	95.4	92.0	399.1	1.5	0.0	1.75	15.94	24.1	12	22.7	375.0	0	9680	25.71	14500	38.51
1985#	361.7	96.3	93.9	401.4	52.1	0.0	1.75	15.94	24.1	12	10.7	350.0	4	8811	24.36	13200	36.49
1984	386.0	94.9	92.8	311.0	67.8	4.2	1.75	11.94	43.1	12	18.6	385.0	5	9135	23.67	13685	35.45
Travel																	
CONDE NAST TRAVELER																	
1988	817.9	97.1	95.8	958.0	74.4	0.0	2.50	15.00	50.0	12	.0	550.0	0	14500	17.73	21500	26.29
1987	802.6	97.4	98.2	1196.8	63.2	0.0	2.50	15.00	50.0	12	15.1	550.0	4	14500	18.07	21500	26.79
1986	787.3	96.7	100.0	986.6	41.8	0.0	2.50	19.95	33.5	12	47.0	840.0	12	13490	17.13	16500	20.96
1985	787.3	95.0	100.0	820.2	69.0	0.0	2.50	17.95	40.2	12	59.4	815.0	9	12260	15.57	15000	19.05
1984	787.7	94.9	100.0	965.7	61.1	0.0	2.00	14.50	39.6	12	43.7	815.0	1	12260	15.56	15000	19.04
ENDLESS VACATION																	
1988	608.9	95.7	99.7	456.2	100.0	0.0	4.00	57.00	137.5–	6	.0	575.0	1	7220	11.86	98.20	16.13
1987	536.3	95.7	99.1	373.1	100.0	0.0	4.00	55.00	129.2–	6	.0	575.0	3	7220	13.46	9820	18.31
1986	467.0	96.1	100.0	291.0	60.2	0.0	4.00	55.00	96.4–	7	.0	500.0	5	5775	12.37	7695	16.48
1985	454.0	93.3	100.0	313.9	34.2	0.0	4.00	52.00	85.7–	7	.0	500.0	4	5440	11.98	7250	15.97
1984	385.1	89.5	100.0	291.4	52.8	0.0	4.00	49.00	75.0–	7	.0	400.0	1	5440	14.13	7250	18.83

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Travel (cont.)																	
EUROPEAN TRAVEL & LIFE																	
1988	288.0	94.0	83.5	307.5	9.5	0.0	2.50	24.00	4.0	10	.0	330.0	9	14600	50.69	17670	61.35
1987#	193.9	93.6	78.5	245.1	2.8	0.0	2.50	24.00	4.0	10	1.6	200.0	0	8850	45.64	10710	55.23
1986	135.4	93.7	75.7	115.7	3.2	0.0	3.95	24.00	1.3–	6	.0	125.0	1	5265	38.88	6375	47.08
1985																	
1984																	
MICHIGAN LIVING																	
1988	1020.2	100.0	100.0	1045.3	100.0	0.0	1.00	3.00	75.0	12	.0	N.C.	N.A.	8935	8.76	10846	10.63
1987	969.9	100.0	100.0	1031.8	100.0	0.0	1.00	9.00	25.0	12	.0	N.C.	N.A.	8123	8.38	9923	10.23
1986	871.8	100.0	100.0	945.3	100.0	0.0	1.00	3.00	75.0	12	.3	N.C.	N.A.	7385	8.47	8860	10.16
1985	824.8	100.0	100.0	834.3	100.0	0.0	1.00	9.00	25.0	12	.2	N.C.	N.A.	6710	8.14	8050	9.76
1984	811.1	100.0	100.0	802.0	100.0	0.0	0.75	6.00	33.3	12	.1	N.C.	N.A.	6100	7.52	7500	9.25
MOTORLAND																	
1988#	1798.4	99.9	100.0	1851.5	100.0	0.0	0.50	3.00	0.0	6	9.0	1775.0	0	13200	7.34	16750	9.31
1987	1739.6	100.0	100.0	1814.9	100.0	0.0	0.50	3.00	0.0	6	8.5	N.C.	N.A.	12700	7.30	16100	9.26
1986	1671.5	100.0	100.0	1737.7	100.0	0.0	0.50	3.00	0.0	6	16.4	N.C.	N.A.	12100	7.24	15350	9.18
1985	1577.4	99.9	100.0	1719.6	100.0	0.0	0.50	3.00	0.0	6	8.3	N.C.	N.A.	11300	7.16	14350	9.10
1984	1489.7	99.9	100.0	1713.2	100.0	0.0	0.50	3.00	0.0	6	1.7	N.C.	N.A.	11300	7.59	14350	9.63
TRAVEL & LEISURE																	
1988	1117.6	96.2	98.7	1473.5	98.0	0.4	3.00	29.00	19.4	12	.3	1100.0	0	24570	21.98	33055	29.58
1987	1119.7	95.6	98.7	1535.3	98.1	0.6	3.00	28.00	22.2	12	.0	1100.0	0	23400	20.90	31480	28.11
1986	1086.9	93.1	98.7	1642.7	98.8	1.6	2.95	24.00	32.2	12	.0	1100.0	1	22285	20.50	29980	27.58
1985	985.2	94.8	99.0	1308.6	90.3	0.6	2.95	24.00	32.2	12	5.0	975.0	1	18535	18.81	24940	25.31
1984	949.3	92.3	99.0	1277.5	86.5	0.0	2.95	19.00	46.3	12	52.8	925.0	0	16740	17.63	22530	23.73
TRAVELER*																	
1988	803.7	91.5	100.0	824.4	77.2	0.0	4.50	17.95	0.3	4	.3	775.0	0	16170	20.12	21560	26.83
1987#	802.2	92.3	100.0	864.2	73.3	3.7	5.60	14.95	33.3	4	.2	775.0	0	14440	18.00	19250	24.00
1986#	856.7	92.7	100.0	786.6	83.1	0.0	5.60	14.95	33.3	4	33.6	775.0	0	14440	16.86	19250	22.47
1985#	1009.1	91.8	100.0	953.2	100.0	0.0	4.85	12.95	33.2	4	72.4	1000.0	1	17980	17.82	24200	23.98
1984	923.4	91.4	99.9	1744.6	100.0	0.0	4.70	12.50	33.5	4	.0	1000.0	2	16345	17.70	22000	23.82
TV & Radio/Communications & Electronics																	
SATELLITE ORBIT																	
1988	382.2	90.4	61.7	208.8	79.7	10.8	4.95	48.00	19.2	12	.0	400.0	10	7555	19.77	10577	27.67
1987	450.9	91.6	65.9	254.5	75.7	15.1	4.95	48.00	19.2	12	14.2	450.0	8	8500	18.85	11900	26.39
1986#	437.2	95.1	65.7	284.1	88.4	1.5	4.95	48.00	19.2	12	12.2	500.0	2	7500	17.15	10500	24.02
1985																	
1984																	

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TV & Radio/Communications & Electronics (cont.)

VIDEO

1988#	436.8	94.7	85.8	367.0	2.5	0.0	2.50	12.00	60.0	12	16.4	450.0	0	14200	32.51	18000	41.21
1987#	394.8	94.3	81.9	345.2	3.1	0.0	1.95	12.00	48.7	12	8.8	400.0	0	12620	31.97	16000	40.53
1986#	348.3	94.1	78.5	321.4	8.6	0.0	1.95	12.00	48.7	12	16.3	340.0	4	10730	30.81	13600	39.05
1985#	321.2	94.5	74.7	219.4	3.9	0.0	2.50	15.00	50.0	12	38.4	340.0	2	10730	33.41	13600	42.34
1984#	279.2	91.4	70.8	213.9	12.7	0.0	1.95	15.00	35.9	12	48.6	300.0	7	8520	30.52	10800	38.68

Women's

COOKING LIGHT*

1988	574.7	97.8	86.4	590.8	11.5	0.0	2.25	22.00	63.0–	6	.0	525.0	0	9080	15.80	11800	20.53
1987	518.4	99.0	84.9	810.9	2.3	0.0	2.25	22.00	95.6–	5	.0	450.0	1	9080	17.52	11800	22.76
1986																	
1985																	
1984																	

COSMOPOLITAN

1988	2886.9	91.9	14.3	441.3	28.1	0.1	2.50	24.97	16.8	12	.0	2500.0	0	36215	12.54	48735	16.88
1987	2896.5	92.0	12.4	380.7	31.0	0.4	1.95	24.97	6.7–	12	.0	2500.0	0	34100	11.77	45890	15.84
1986	2904.3	92.2	11.8	358.2	29.4	0.8	1.95	24.97	6.7–	12	.0	2500.0	0	32170	11.08	43290	14.91
1985	2921.5	92.3	10.4	316.3	29.7	0.6	1.95	24.97	6.7–	12	.0	2500.0	0	29870	10.22	40195	13.76
1984	2907.1	92.0	9.5	308.6	28.2	0.5	1.95	24.97	6.7–	12	.0	2500.0	0	27180	9.35	36575	12.58

ESSENCE

1988	850.3	97.6	74.5	715.6	27.4	0.0	1.50	12.00	33.3	12	59.4	850.0	7	15015	17.66	22540	26.51
1987	801.3	98.0	74.2	710.7	25.7	0.0	1.50	12.00	33.3	12	15.0	800.0	6	12820	16.00	19240	24.01
1986	800.2	97.8	73.7	682.0	26.3	0.0	1.50	12.00	33.3	12	48.2	800.0	7	12210	15.26	18320	22.89
1985	801.0	97.8	74.2	630.1	36.7	0.0	1.50	12.00	33.3	12	94.6	800.0	5	11100	13.86	16650	20.79
1984	700.4	98.0	70.1	759.7	23.9	0.0	1.50	10.00	44.4	12	19.2	700.0	7	9100	12.99	13650	19.49

FAMILY CIRCLE

1988#	5911.0	96.1	27.5	1580.0	48.2	0.1	1.09	16.15	12.8	17	.0	6200.0	4	61000	10.32	71072	12.02
1987#	5877.4	95.5	16.2	1874.8	27.4	1.1	0.99	16.15	4.0	17	.0	6094.1	10	62900	10.70	74849	12.74
1986#	6399.1	94.7	8.3	781.0	77.6	1.0	0.95	16.15	0.0	17	.0	6576.5	10	62894	9.83	74848	11.70
1985#	6680.9	94.6	5.4	497.8	92.7	0.2	0.89	15.13	0.0	17	.0	7026.5	14	63516	9.51	75518	11.30
1984#	6964.4	94.7	3.3	343.0	97.1	0.0	0.85	14.45	0.0	17	.0	7258.8	12	59729	8.58	71079	10.21

GOOD HOUSEKEEPING

1988	5122.5	94.5	69.8	3181.5	52.3	0.2	1.95	15.97	31.8	12	.0	5000.0	0	70180	13.70	88060	17.19
1987	5189.1	94.4	68.0	3162.0	53.0	0.2	1.95	15.97	31.8	12	.0	5000.0	0	66965	12.90	84025	16.19
1986	5181.6	94.3	66.8	2962.5	57.1	0.1	1.95	15.97	31.8	12	.0	5000.0	0	63775	12.31	80025	15.44
1985	5180.1	94.2	65.5	2921.8	63.0	0.2	1.95	15.97	31.8	12	.0	5000.0	0	59325	11.45	74440	14.37
1984	5240.5	93.8	65.0	2902.9	67.7	0.0	1.95	14.97	36.0	12	.0	5000.0	0	55185	10.53	69245	13.21

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Women's (cont.)

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LADIES' HOME JOURNAL																	
1988#	5050.2	96.9	80.9	4664.2	7.5	0.0	1.50	19.95	10.8–	12	.0	5000.0	1	54700	10.83	67200	13.31
1987	5084.1	96.9	80.3	6525.8	7.3	0.0	1.50	19.95	10.8–	12	.0	5000.0	0	52300	10.29	64300	12.65
1986	5070.7	97.1	80.7	4268.1	10.4	0.0	1.50	19.95	10.8–	12	.0	5000.0	1	49800	9.82	61300	12.09
1985	5137.6	96.9	80.8	5520.0	7.7	0.8	1.50	20.00	11.1–	12	.0	5000.0	0	47000	9.15	57800	11.25
1984	5089.4	96.6	80.4	4720.1	9.7	17.0	1.50	20.00	11.1–	12	.0	5000.0	0	43900	8.63	54000	10.61
McCALL'S																	
1988	5144.5	97.7	86.6	4216.6	6.1	0.7	1.69	13.97	31.1	12	30.0	5000.0	0	56575	11.00	66750	12.98
1987#	5351.4	97.9	86.5	2917.0	13.7	0.7	1.50	12.95	28.1	12	1.7	5000.0	0	N.A.		N.A.	
1986#	5230.9	97.8	87.3	4742.3	39.8	0.1	1.50	11.95	33.6	12	70.4	5000.0	0	49400	9.44	60800	11.62
1985	6272.4	98.2	88.9	9267.0	95.9	0.1	1.50	11.95	33.6	12	461.1	6200.0	1	57800	9.21	71100	11.34
1984	6267.7	98.0	87.9	7875.9	90.9	0.1	1.50	9.95	44.7	12	.0	6200.0	1	52560	8.39	64620	10.31
MS. MAGAZINE																	
1988	513.6	95.9	92.7	581.4	17.1	7.3	2.25	16.00	40.7	12	20.0	500.0	0	10320	20.09	13870	27.01
1987	483.0	94.2	91.8	395.8	17.3	6.9	2.25	16.00	35.4	11	14.4	450.0	0	9290	19.23	12485	25.85
1986	482.3	95.3	92.0	431.6	10.8	25.0	2.25	16.00	40.7	12	14.7	450.0	0	8600	17.83	11560	23.97
1985	458.5	95.0	90.3	368.3	11.3	37.9	1.95	16.00	31.6	12	1.3	450.0	0	8600	18.75	11560	25.21
1984	469.6	95.0	89.9	284.1	12.0	11.3	1.75	14.00	33.3	12	2.2	450.0	0	7960	16.95	10700	22.79
NEW WOMAN																	
1988#	1362.8	93.5	55.3	794.2	20.3	0.0	1.95	15.00	35.9	12	.0	1260.0	0	16200	11.89	21620	15.86
1987	1263.2	92.6	52.3	896.3	20.2	0.0	1.95	15.00	35.9	12	.0	1200.0	1	14560	11.53	19425	15.38
1986	1193.7	92.2	50.2	696.3	21.3	0.0	1.95	15.00	35.9	12	.0	1150.0	4	12610	10.56	16820	14.09
1985#	1156.3	90.6	46.4	750.6	24.4	0.0	1.95	15.00	35.9	12	6.7	1150.0	1	10350	8.95	13800	11.93
1984	1012.2	90.4	38.0	474.8	79.0	0.0	1.75	15.00	28.6	12	84.0	1000.0	3	9405	9.29	12540	12.39
PARENTS																	
1988	1762.0	94.5	93.1	1735.9	5.7	0.6	1.95	20.00	14.5	12	.0	1725.0	0	31615	17.94	40470	22.97
1987	1741.5	95.0	92.7	2096.3	3.9	0.5	1.95	18.00	23.1	12	.0	1675.0	0	29870	17.15	38235	21.96
1986	1725.2	94.5	93.6	2048.2	4.0	2.0	1.95	18.00	23.1	12	.0	1675.0	0	29870	17.31	38235	22.16
1985	1718.1	95.1	94.3	2089.4	4.7	1.1	1.95	18.00	23.1	12	.0	1675.0	0	27490	16.00	35190	20.48
1984	1687.1	95.0	94.6	1908.7	5.2	0.7	1.95	18.00	23.1	12	.0	1675.0	1	25740	15.26	32950	19.53
REDBOOK																	
1988	3979.0	97.3	79.3	2850.4	9.5	0.4	1.95	11.97	48.8	12	.0	3800.0	0	46160	11.60	61040	15.34
1987	4015.4	97.0	80.2	3162.4	5.1	0.4	1.50	11.97	33.5	12	.0	3800.0	0	43875	10.93	58020	14.45
1986	3950.5	97.3	81.8	2588.1	6.4	0.4	1.50	11.97	33.5	12	.0	3800.0	0	41785	10.58	55255	13.99
1985	4149.4	97.6	82.3	2819.4	10.1	1.0	1.50	11.97	33.5	12	.0	3800.0	0	38870	9.37	51400	12.39
1984	3974.5	97.1	83.4	3267.6	9.6	1.0	1.50	11.97	33.5	12	.0	3800.0	0	35495	8.93	46940	11.81
SELF																	
1988	1227.6	94.7	44.9	587.8	39.7	2.1	1.95	15.00	35.9	12	12.2	1000.0	1	18770	15.29	28020	22.83
1987#	1130.1	94.6	43.9	545.6	69.8	0.8	1.95	15.00	35.9	12	6.6	1000.0	0	17700	15.66	26430	23.39
1986#	1070.5	94.1	43.9	466.2	85.3	0.2	1.95	15.00	35.9	12	18.5	1000.0	2	16540	15.45	24700	23.07
1985	1105.9	94.0	46.2	477.5	83.1	0.3	1.95	15.00	35.9	12	.0	1000.0	1	15040	13.60	22450	20.30
1984#	1077.9	94.2	49.3	546.9	87.2	0.1	1.95	12.00	48.7	12	5.8	1000.0	2	13925	12.92	23725	22.01

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SEVENTEEN																	
1988#	1777.9	95.2	75.0	1376.4	83.9	0.0	1.75	15.95	24.0	12	.0	1750.0	5	22900	12.88	33175	18.66
1987#	1863.4	95.1	74.7	1711.6	76.9	0.0	1.50	13.95	22.5	12	.0	1700.0	0	21100	11.32	30575	16.41
1986#	1828.5	95.1	72.6	1537.2	73.2	0.0	1.50	13.95	22.5	12	.0	1625.0	0	19450	10.64	28175	15.41
1985#	1744.1	95.0	70.4	1521.1	77.0	0.0	1.50	13.95	22.5	12	.0	1600.0	0	17925	10.28	25975	14.89
1984#	1719.9	95.1	70.5	1427.6	73.3	0.0	1.50	13.95	22.5	12	.0	1550.0	0	16375	9.52	23725	13.79
SHAPE MAGAZINE																	
1988	742.8	89.2	29.6	292.5	50.2	3.4	2.00	20.00	16.7	12	.0	N.C.	N.A.	9700	13.06	12900	17.37
1987	680.7	88.7	32.4	251.5	81.8	11.7	2.00	20.00	16.7	12	.0	N.C.	N.A.	9000	13.22	12000	17.63
1986	587.6	87.5	28.1	185.8	53.5	14.3	2.00	20.00	16.7	12	.0	N.C.	N.A.	8300	14.13	11200	19.06
1985	533.0	87.4	24.9	170.9	87.3	15.0	1.95	20.00	14.5	12	.0	N.C.	N.A.	6690	12.55	9075	17.03
1984	489.9	87.6	24.8	173.8	77.3	12.7	1.95	20.00	14.5	12	0	N.C.	N.A.	5535	11.30	7475	15.26
SOAP OPERA DIGEST																	
1988	1103.7	91.7	26.9	394.5	56.8	0.0	1.75	70.00	53.8–	26	.0	900.0	0	11600	10.51	14300	12.96
1987#	1004.5	92.1	31.7	425.8	23.4	0.0	1.75	39.00	14.3	26	.0	800.0	0	9710	9.67	11320	11.27
1986#	810.6	91.8	36.0	373.8	21.5	0.0	1.50	56.75	45.5–	26	.0	725.0	1	8480	10.46	9890	12.20
1985	767.6	90.1	42.6	289.8	30.9	0.0	1.50	56.75	40.1–	27	.0	675.0	0	8185	10.66	9550	12.44
1984#	820.6	93.5	47.0	384.4	35.7	0.0	1.25	26.00	20.0	26	.0	675.0	0	7440	9.07	8680	10.58
'TEEN																	
1988	1103.4	94.8	71.3	792.9	47.6	0.2	1.75	14.95	28.8	12	.0	1000.0	0	12250	11.10	18375	16.65
1987	1185.6	95.2	72.8	891.6	35.7	0.9	1.75	14.95	28.8	12	.0	1000.0	0	11500	9.70	17250	14.55
1986	1152.9	95.3	72.9	1042.5	33.7	3.7	1.50	12.95	28.1	12	.0	1000.0	0	10700	9.28	16050	13.92
1985	1039.4	95.1	71.8	935.4	32.5	7.7	1.75	12.95	38.3	12	37.8	1000.0	4	10000	9.62	15000	14.43
1984	1002.0	95.3	72.4	747.5	49.6	10.6	1.50	11.95	33.6	12	28.5	1000.0	6	9500	9.48	14250	14.22
TRUE STORY																	
1988	1301.9	91.2	82.1	1132.8	7.3	0.0	1.50	14.95	16.9	12	.0	1300.0	4	14290	10.98	18575	14.27
1987#	1361.1	90.5	81.0	1184.1	3.7	0.0	1.50	14.95	16.9	12	.0	1300.0	0	13355	9.81	17360	12.75
1986#	1424.7	90.9	80.6	1170.5	2.3	0.0	1.25	14.95	0.3	12	.0	1450.0	5	14875	10.44	19360	13.59
1985	1518.7	91.7	80.8	1152.4	2.2	0.0	1.25	14.95	0.3	12	.0	1540.0	7	15800	10.40	20560	13.54
1984#	1513.2	92.9	81.0	1251.6	2.4	0.0	1.25	14.95	0.3	12	.0	1540.0	5	14630	9.67	19035	12.58
"W"																	
1988#	251.9	96.7	91.3	427.8	19.0	0.0	2.50	30.00	52.0	25	6.6	250.0	2	14410	57.21	18600	73.84
1987	229.4	96.3	88.2	287.4	23.2	0.0	2.50	30.00	53.8	26	2.9	225.0	2	13880	60.51	17910	78.07
1986	219.4	96.4	87.1	260.4	40.7	0.1	2.50	30.00	53.8	26	17.3	225.0	7	12990	59.21	16990	77.44
1985	212.6	95.7	87.8	203.5	66.0	0.0	2.50	30.00	53.8	26	.0	200.0	1	12230	57.53	15900	74.79
1984	209.2	96.4	89.1	221.4	78.9	0.0	2.00	26.00	50.0	26	.0	200.0	0	11120	53.15	14200	67.88
WOMAN'S DAY																	
1988#	5340.5	95.4	2.2	126.9	86.9	0.0	1.09	17.50	7.0–	15	.0	6250.0	2	77898	14.59	65074	12.19
1987#	5617.3	95.5	1.6	246.9	89.0	0.0	0.99	15.13	1.9–	15	.0	5513.3	5	56560	10.07	67709	12.05
1986#	5691.1	95.1	1.2	79.9	100.0	0.0	0.99	15.13	10.1	17	.0	6253.0	13	60030	10.55	71881	12.63
1985#	6367.4	94.8	1.0	57.2	99.6	0.0	0.89	15.13	6.3–	16	.0	6612.5	11	59663	9.37	70343	10.54
1984#	6676.7	95.0	1.0	54.6	98.2	0.0	0.89	13.35	0.0	15	.0	6973.3	13	58768	8.80	70343	10.54

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Women's (cont.)																	
WORKBASKET, THE																	
1988#	1497.5	98.9	98.9	953.2	24.3	0.0	1.50	8.00	46.7	10	.0	1400.0	3	9225	6.16	12550	8.38
1987	1751.6	97.2	98.8	1247.9	21.6	0.0	1.50	6.00	60.0	10	.0	1700.0	0	9225	5.27	12550	7.16
1986	1763.4	98.9	98.5	1410.3	18.9	0.0	1.00	6.00	40.0	10	.0	1700.0	0	7975	4.52	10850	6.15
1985#	1749.0	98.9	98.3	1502.6	32.6	0.0	1.00	6.00	40.0	10	.0	1700.0	0	7185	4.11	9780	5.59
1984	1784.1	98.9	98.4	1343.1	42.8	0.0	1.00	6.00	40.0	10	.0	1650.0	0	6250	3.50	8500	4.76
WORKING MOTHER																	
1988	605.0	97.8	97.8	536.7	4.4	0.4	1.95	12.95	44.7	12	36.5	600.0	0	14182	23.44	17295	28.59
1987	599.2	97.7	97.7	565.1	4.4	1.1	1.95	12.95	44.7	12	.0	600.0	0	13057	21.79	17295	28.86
1986	559.8	98.0	97.2	907.5	7.7	0.3	1.95	11.95	48.9	12	12.9	550.0	1	12070	21.56	15990	28.56
1985#	550.2	97.9	97.5	2255.4	95.9	2.0	1.95	11.95	48.9	12	.0	550.0	0	11385	20.69	15080	27.41
1984#	518.0	97.9	96.8	1726.9	97.6	0.2	1.95	11.95	48.9	12	.0	500.0	0	9480	18.30	12580	24.29
WORKING WOMAN																	
1988#	896.6	96.6	92.7	717.8	23.6	32.0	2.50	18.00	40.0	12	5.9	900.0	0	19450	21.69	26700	29.78
1987#	840.1	96.9	93.6	661.9	22.6	19.9	2.50	18.00	40.0	12	37.8	850.0	0	17500	20.83	24000	28.57
1986#	763.2	97.2	95.6	580.5	21.0	15.9	2.50	18.00	40.0	12	70.2	770.0	0	17500	22.93	24000	31.45
1985#	715.7	96.8	96.5	513.7	32.0	20.6	2.50	18.00	40.0	12	15.0	700.0	0	13950	19.49	19150	26.76
1984#	677.5	96.2	96.4	513.8	28.4	14.3	2.50	18.00	40.0	12	10.4	700.0	0	12900	19.04	17700	26.13
Women's/Men's Fashions, Beauty & Grooming																	
ELLE*																	
1988#	827.1	87.7	35.8	405.7	14.0	0.0	2.75	24.00	27.3	12	.0	825.0	0	18480	22.34	27720	33.51
1987#	785.2	88.9	37.9	409.7	8.5	0.0	2.50	24.00	20.0	12	.0	700.0	0	15400	19.61	23100	29.42
1986#	536.3	88.9	37.8	342.4	3.1	25.8	2.50	24.00	20.0	12	.0	400.0	0	8805	16.42	13205	24.62
1985																	
1984																	
GLAMOUR																	
1988	2160.1	92.2	32.1	779.8	33.2	0.0	1.95	15.00	35.9	12	11.8	2000.0	1	31320	14.50	44140	20.43
1987#	2278.8	92.3	30.3	645.6	60.6	0.0	1.95	15.00	35.9	12	.0	2000.0	0	29540	12.96	41630	18.27
1986#	2306.9	92.6	31.0	682.6	60.0	0.0	1.95	15.00	35.9	12	.0	2000.0	0	27600	11.96	38900	16.86
1985	2284.1	92.3	33.0	708.2	58.9	0.0	1.95	15.00	35.9	12	.0	2000.0	0	25100	10.99	35400	15.50
1984	2273.4	92.9	34.7	745.2	63.1	0.0	1.95	15.00	35.9	12	.0	2000.0	1	23250	10.23	32800	14.43
HARPER'S BAZAAR																	
1988	743.5	91.9	51.4	391.6	29.2	0.0	2.50	16.97	43.4	12	.0	700.0	0	19385	26.07	27970	37.62
1987	740.8	91.3	47.2	423.3	25.3	0.0	2.50	16.97	43.3	12	.0	700.0	0	17100	23.08	24720	33.37
1986	726.6	91.0	41.4	270.6	37.3	0.0	2.00	16.97	29.3	12	.0	700.0	1	16160	22.24	23365	32.16
1985#	754.7	91.9	40.8	322.6	37.7	0.0	2.00	16.97	29.3	12	.0	700.0	0	15030	19.92	21735	28.80
1984#	734.8	91.5	40.0	298.0	34.8	0.0	2.00	16.97	29.3	12	.0	675.0	0	13675	18.61	17210	23.42

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Women's/Men's Fashions, Beauty & Grooming (cont.)																	
MADEMOISELLE																	
1988	1202.3	91.2	28.2	386.2	29.4	0.2	1.95	15.00	35.9	12	20.6	1100.0	3	19980	16.62	29040	24.15
1987#	1240.9	91.6	26.6	324.3	57.3	1.7	1.95	15.00	35.9	12	10.0	1100.0	0	18840	15.18	27390	22.07
1986#	1251.0	91.7	26.9	323.6	64.8	1.1	1.95	15.00	35.9	12	.0	1100.0	1	17600	14.07	25600	20.46
1985	1215.4	91.8	28.5	338.7	67.5	0.5	1.95	15.00	35.9	12	.0	1100.0	3	16000	13.16	23300	19.17
1984	1187.1	91.7	28.4	360.8	69.1	0.0	1.95	12.00	48.7	12	2.0	1100.0	2	14810	12.48	21570	18.17
VOGUE																	
1988	1212.4	88.2	36.4	477.2	52.0	0.0	3.00	28.00	22.2	12	.0	1000.0	0	21670	17.87	31200	25.73
1987	1252.6	88.3	36.0	459.1	76.7	0.0	3.00	24.00	33.3	12	.0	1000.0	0	20440	16.32	29430	23.50
1986	1236.3	88.1	35.7	483.6	80.5	0.0	3.00	24.00	33.3	12	.0	1000.0	0	19100	15.45	27500	22.24
1985#	1187.7	88.0	36.4	464.0	81.0	0.0	3.00	24.00	33.3	12	.0	1000.0	0	17400	14.65	25000	21.05
1984	1164.0	87.6	36.3	459.0	83.3	0.0	3.00	24.00	33.3	12	.0	950.0	0	15400	13.23	22000	18.90
Youth																	
BOYS' LIFE																	
1988	1428.3	97.9	100.0	1652.5	7.0	0.0	1.50	13.20	26.7	12	.0	1300.0	0	12630	8.84	17650	12.36
1987	1392.9	97.8	100.0	1638.4	5.4	0.0	1.50	13.20	26.7	12	.0	1300.0	5	11860	8.51	16560	11.89
1986	1334.2	97.9	100.0	1823.7	10.1	0.0	1.50	13.20	26.7	12	.0	1300.0	6	11860	8.89	16560	12.41
1985	1431.1	97.9	100.0	1617.7	5.5	0.0	1.50	13.20	26.7	12	243.0	1475.0	6	11860	8.29	16560	11.57
1984	1463.0	97.8	100.0	1644.1	8.7	0.0	1.00	10.80	10.0	12	189.3	1475.0	6	11130	7.61	15540	10.62

#See Special Notes - Page 8

U.S. FIVE YEAR TREND INDICES BY CLASSIFICATION

Art & Antiques

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1988	229.3	226.5	286.4	157.6
1987	243.8	241.1	300.0	147.1
1986	210.7	207.1	286.4	145.9
1985	138.3	140.0	104.5	146.4
1984	100.0	100.0	100.0	100.0

Automotive

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1988	105.1	111.7	92.7	116.3
1987	100.6	104.6	93.0	109.6
1986	99.5	100.1	98.4	101.0
1985	101.8	102.1	101.5	96.3
1984	100.0	100.0	100.0	100.0

Boating & Yachting

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1988	118.8	121.0	110.4	122.0
1987	112.3	112.8	110.4	113.1
1986	106.5	107.6	102.2	117.7
1985	100.9	100.8	101.3	103.7
1984	100.0	100.0	100.0	100.0

Brides, Bridal

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1988	113.0	97.6	114.8	81.7
1987	107.9	118.0	106.7	97.7
1986	101.0	121.1	98.5	126.8
1985	100.6	102.1	100.4	109.9
1984	100.0	100.0	100.0	100.0

Business & Finance

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1988	113.7	114.8	94.8	103.8
1987	110.1	110.7	100.7	107.8
1986	105.5	106.3	91.9	101.7
1985	104.0	104.7	92.1	101.6
1984	100.0	100.0	100.0	100.0

Campers, RV, Mobile Homes & Trailers

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1988	107.5	107.6	106.0	92.8
1987	107.8	107.9	106.0	136.3
1986	102.0	101.8	105.5	107.0
1985	100.6	100.7	98.9	100.3
1984	100.0	100.0	100.0	100.0

Camping & Outdoor Recreation

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1988	94.7	94.4	95.7	132.0
1987	99.8	102.6	90.1	118.3
1986	99.8	103.5	87.1	105.6
1985	101.4	102.9	96.2	104.9
1984	100.0	100.0	100.0	100.0

Computers

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1988	116.1	121.9	96.9	75.3
1987	113.6	116.6	103.7	80.3
1986	109.5	113.9	94.7	85.2
1985	106.0	111.3	88.0	90.0
1984	100.0	100.0	100.0	100.0

Crafts, Games, Hobbies & Models

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1988	95.3	97.2	88.7	59.2
1987	90.2	88.7	95.7	77.3
1986	97.1	97.8	94.7	90.1
1985	99.7	102.1	91.3	87.6
1984	100.0	100.0	100.0	100.0

Epicurean

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1988	137.0	135.3	147.9	142.4
1987	139.1	134.4	170.1	127.2
1986	131.3	122.9	186.7	128.0
1985	114.8	116.8	101.6	100.9
1984	100.0	100.0	100.0	100.0

Fishing & Hunting

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1988	100.3	101.7	83.1	112.9
1987	99.4	100.5	86.3	107.1
1986	98.9	99.9	87.1	102.0
1985	100.9	101.4	94.9	103.9
1984	100.0	100.0	100.0	100.0

Fraternal, Professional Groups, Service Clubs, Veteran's Organizations & Associations

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1988	111.4	111.4	0.0	146.7
1987	110.9	110.9	0.0	143.6
1986	102.9	102.9	0.0	143.7
1985	100.9	100.9	0.0	142.6
1984	100.0	100.0	100.0	100.0

See Page 11 for Listing of Publications by Classification

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
Gardening (Home)				
1988	83.8	83.6	99.0	80.4
1987	87.6	87.6	87.1	87.9
1986	92.1	92.1	89.0	86.7
1985	94.8	94.9	90.4	84.3
1984	100.0	100.0	100.0	100.0
General Editorial				
1988	100.9	101.2	99.2	99.2
1987	100.9	101.0	100.1	101.7
1986	101.5	101.1	103.4	100.2
1985	101.4	101.5	101.1	102.0
1984	100.0	100.0	100.0	100.0
Health				
1988	109.3	106.2	178.7	114.6
1987	102.9	100.9	147.6	106.5
1986	100.0	99.2	118.0	101.2
1985	102.2	101.4	120.5	90.4
1984	100.0	100.0	100.0	100.0
Home Service & Home				
1988	107.0	107.3	105.0	112.8
1987	105.3	105.9	100.6	113.9
1986	103.6	104.6	95.9	104.4
1985	102.8	103.8	95.9	101.6
1984	100.0	100.0	100.0	100.0
Mechanics & Science				
1988	93.3	95.4	79.5	93.8
1987	92.8	94.6	81.8	98.7
1986	92.9	93.7	87.8	89.3
1985	96.8	97.6	91.4	90.6
1984	100.0	100.0	100.0	100.0
Men's				
1988	77.0	106.3	58.2	115.9
1987	80.5	98.8	68.8	105.5
1986	83.2	103.6	70.1	95.7
1985	95.0	104.3	89.0	108.2
1984	100.0	100.0	100.0	100.0
Metropolitan/Regional/State				
1988	124.8	130.0	96.3	138.3
1987	126.0	130.9	98.8	125.1
1986	120.3	124.4	97.7	136.1
1985	112.3	114.1	102.7	115.4
1984	100.0	100.0	100.0	100.0

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
Motorcycle				
1988	77.3	77.4	77.0	70.6
1987	79.9	79.2	81.9	69.4
1986	87.9	88.1	87.2	67.8
1985	94.4	96.4	89.4	83.4
1984	100.0	100.0	100.0	100.0
Music				
1988	126.5	135.3	99.2	116.8
1987	115.8	119.6	103.9	107.2
1986	118.2	123.8	100.9	91.8
1985	114.7	117.3	106.6	101.0
1984	100.0	100.0	100.0	100.0
News-Weeklies				
1988	103.6	109.5	91.6	107.3
1987	103.5	106.7	96.7	107.0
1986	101.2	102.9	97.7	101.8
1985	100.3	101.6	97.6	101.7
1984	100.0	100.0	100.0	100.0
News-Biweeklies, Semi-Monthlies				
1988	130.0	188.9	76.8	135.3
1987	115.1	159.9	74.5	153.4
1986	100.2	132.0	71.3	152.7
1985	93.8	114.4	75.2	131.2
1984	100.0	100.0	100.0	100.0
Photography				
1988	91.6	96.3	64.6	78.9
1987	89.9	91.3	82.0	95.7
1986	92.7	95.3	78.5	80.0
1985	99.9	101.4	91.3	82.3
1984	100.0	100.0	100.0	100.0
Science/Technology				
1988	130.3	137.9	101.0	148.5
1987	132.2	139.6	103.9	129.9
1986	105.1	107.2	97.3	111.0
1985	99.4	99.8	98.0	114.3
1984	100.0	100.0	100.0	100.0
Senior Citizens				
1988	180.9	180.6	0.0	158.2
1987	158.8	158.5	0.0	154.6
1986	137.8	137.8	137.3	146.0
1985	117.7	117.7	116.8	118.1
1984	100.0	100.0	100.0	100.0

See Page 11 for Listing of Publications by Classification

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
Sports				
1988	122.0	122.9	119.0	149.1
1987	114.4	113.3	118.4	129.1
1986	105.0	104.1	108.2	110.1
1985	101.0	101.5	99.1	104.1
1984	100.0	100.0	100.0	100.0
Travel				
1988	120.7	119.1	944.2	101.8
1987	115.3	114.1	726.0	103.9
1986	109.9	109.3	451.9	95.7
1985	105.5	105.5	95.2	87.6
1984	100.0	100.0	100.0	100.0
TV & Radio/Communications & Electronics				
1988	293.3	308.9	255.7	269.2
1987	302.9	313.8	276.4	280.4
1986	281.3	283.6	276.0	283.1
1985	115.0	121.3	99.8	102.6
1984	100.0	100.0	100.0	100.0

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
Women's				
1988	96.8	107.0	85.2	92.1
1987	97.8	105.2	89.4	99.7
1986	96.5	100.3	92.1	88.7
1985	100.4	103.1	97.3	110.5
1984	100.0	100.0	100.0	100.0
Women's/Men's Fashions, Beauty & Grooming				
1988	114.7	116.8	113.5	131.0
1987	117.5	115.0	118.8	121.4
1986	113.0	108.4	115.5	112.9
1985	101.5	99.9	102.4	98.4
1984	100.0	100.0	100.0	100.0
Youth				
1988	97.6	97.6	0.0	100.5
1987	95.2	95.2	0.0	99.7
1986	91.2	91.2	0.0	110.9
1985	97.8	97.8	0.0	98.4
1984	100.0	100.0	0.0	100.0

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CANADIAN MAGAZINES

CANADIAN PUBLICATION SECTION:

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ALPHABETICAL LISTING OF CANADIAN PUBLICATIONS

Publication	Section
Alberta/Western Report	English
Atlantic Insight	English
B.C. Outdoors	English
*Canadian Business	English
Canadian Living	English
Canadian Living's Food Magazine	English
Canadian Workshop	English
Canadian Yachting	English
Chatelaine	English
Chatelaine (French Edition)	French
City & Country Home	English
Clin D'Oeil	French
Coup de Peigne	French
*Coup de Pouce	French
*Coup de Pouce Extra	French
Crafts Plus	English
Croc	French
Decoration Chez-Soi	French
*Eastern Woods & Waters	English
Equinox - The Magazine of Canadian Discovery	English
*Femme Plus	French
Filles D'Aujourd'Hui	French
Financial Times of Canada	English
Flare	English
Harrowsmith Magazine	English
Hockey News	English
*Inside Hockey	English
L'Actualite	French
Legion Magazine	English
Le Lundi	French
Les Idees de Ma Maison	French
Maclean's - Canada's Weekly Newsmagazine	English
Newfoundland Herald, The	English
Ontario Out of Doors	English
Orah	English
#Outdoor Canada	English
Pacific Yachting	English
*Plans de Maisons du Quebec	French
Quebec Science	French
*Quebec Yachting Voile & Moteur	French
Reader's Digest, The	English
Renovation Bricolage	French
*Sante	French
Saturday Night	English
Select Homes	English
Selection Du Reader's Digest	French
*Sel Et Poivre	French
Sentier Chasse-Peche	French
*Ski Canada	English
Time - The Weekly Newsmagazine - In Canada	English
Toronto Life	English
Toronto Life Fashion	English
Travel A'la Carte	English
TV Guide	English
TV Plus	French
Western Sportsman	English

NOTE: Source of advertising rates for Canadian Publications are the January issues of CARD - 1985-1989

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CANADIAN PUBLICATIONS BY CLASSIFICATION

Boating & Yachting

English

Canadian Yachting
Pacific Yachting

French

*Quebec Yachting Voile & Moteur

Business & Finance

English

*Canadian Business
Financial Times of Canada

City Magazines

English

Toronto Life

Fishing & Hunting

English

B. C. Outdoors
*Eastern Woods & Waters
Ontario Out of Doors
#Outdoor Canada
Western Sportsman

French

Sentier Chasse-Peche

Food & Beverage

English

Canadian Living's Food Magazine

French

*Coup de Pouce Extra
*Sel Et Poivre

General Interest

English

Atlantic Insight
Equinox - The Magazine of Canadian Discovery
Harrowsmith Magazine
Legion Magazine
Reader's Digest, The
Saturday Night

French

Croc
L'Actualite
Selection du Reader's Digest

Health

French

*Sante

Homes

English

Canadian Workshop
City & Country Home
Select Homes

French

Decoration Chez-Soi
Les Idees de Ma Maison
*Plans de Maisons du Quebec
Renovation Bricolage

News

English

Alberta/Western Report
MacLean's - Canada's Weekly Newsmagazine
Time - The Weekly Newsmagazine - In Canada

Science & Technology

French

Quebec Science

Sports & Recreation

English

Hockey News
*Inside Hockey
*Ski Canada

Travel

English

Travel A'la Carte

TV & Radio

English

Newfoundland Herald, The
TV Guide

French

TV Plus

Women's

English

Canadian Living
Chatelaine
Crafts Plus
Flare
Orah
Toronto Life Fashion

French

Chatelaine
Clin D'Oeil
Coup de Peigne
*Coup de Pouce
*Femme Plus
Filles D'Aujourd'Hui
Le Lundi

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Year End. 12-31	Ave. Paid Circ.	% Circ. In 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
ENGLISH																	
Boating & Yachting																	
CANADIAN YACHTING																	
1988	21.0	0.0	84.9	10.7	6.8	11.5	2.75	25.00	24.2	12	1.7	N.C.	N.A.	2270	108.10	3050	145.24
1987	22.8	0.0	85.0	11.9	31.7	8.4	2.75	23.00	30.3	12	1.3	N.C.	N.A.	2060	90.35	2775	121.71
1986	24.0	0.0	85.8	14.9	39.6	37.6	2.50	20.00	33.3	12	3.0	N.C.	N.A.	1880	78.33	2525	105.21
1985	24.0	0.0	89.3	16.1	55.9	41.5	2.50	20.00	33.3	12	2.4	N.C.	N.A.	1700	70.83	2315	96.46
1984	24.0	0.0	86.9	15.5	43.2	23.7	2.50	20.00	33.3	12	2.0	N.C.	N.A.	1700	70.83	2315	96.46
PACIFIC YACHTING																	
1988	16.0	0.0	69.3	8.0	53.1	18.4	2.75	27.00	18.2	12	.3	N.C.	N.A.	2019	126.19	2800	175.00
1987	17.0	0.0	69.7	8.1	36.6	12.9	2.75	25.00	24.2	12	.2	N.C.	N.A.	1700	100.00	2365	139.12
1986	16.7	0.0	68.0	9.3	82.0	29.3	2.75	24.00	27.3	12	.5	N.C.	N.A.	1575	94.31	2190	131.14
1985	16.4	0.0	66.2	8.5	60.0	21.2	2.75	24.00	27.3	12	.5	N.C.	N.A.	1425	86.89	2010	122.56
1984	18.2	0.0	65.1	9.6	82.4	2.2	2.75	23.00	30.3	12	.6	N.C.	N.A.	1425	78.30	2010	110.44
Business & Finance																	
CANADIAN BUSINESS*																	
1988	86.2	0.0	92.9	93.6	17.5	26.9	3.00	24.00	33.3	12	3.0	N.C.	N.A.	6583	76.37	8492	98.52
1987	86.2	0.0	89.9	78.5	26.8	35.6	3.95	28.00	40.9	12	9.0	N.C.	N.A.	6012	69.74	7755	89.97
1986	94.9	0.0	90.6	78.0	42.8	31.6	3.00	28.00	22.2	12	10.6	N.C.	N.A.	5645	59.48	7280	76.71
1985	95.8	0.0	90.2	54.2	43.2	7.6	2.50	24.00	20.0	12	9.8	N.C.	N.A.	5275	55.06	6800	70.98
1984	94.8	0.0	92.3	64.2	47.3	3.5	2.50	24.00	20.0	12	10.7	N.C.	N.A.	4500	47.47	5800	61.18
FINANCIAL TIMES OF CANADA																	
1988	108.1	0.0	96.2	96.5	67.9	24.7	1.00	30.00	42.3	52	7.6	N.C.	N.A.	7290	67.44	9065	83.86
1987	110.6	0.0	96.7	80.2	97.8	39.9	1.00	28.00	46.2	52	7.6	N.C.	N.A.	3270	29.57	4935	44.62
1986	104.4	0.0	97.5	79.7	97.6	41.7	1.00	28.00	47.2	53	16.9	N.C.	N.A.	3100	29.69	4680	44.83
1985	104.8	0.0	98.2	85.3	97.5	41.1	1.00	26.00	50.0	52	15.8	N.C.	N.A.	2900	27.67	4375	41.75
1984	102.7	0.0	98.4	79.6	96.7	44.1	1.00	22.00	58.5	53	14.7	N.C.	N.A.	2660	25.90	3960	38.56
City Magazines																	
TORONTO LIFE																	
1988	98.1	0.0	84.7	74.6	40.3	36.4	2.50	22.00	58.1	21	1.8	N.C.	N.A.	5245	53.47	6995	71.30
1987	97.8	0.0	82.6	79.5	53.8	44.3	2.50	22.00	53.7	19	6.0	N.C.	N.A.	4625	47.29	6182	63.21
1986	97.3	0.0	82.9	69.4	59.4	39.9	2.50	22.00	51.1	18	13.7	N.C.	N.A.	4322	44.42	5778	59.38
1985	95.8	0.0	84.5	70.0	65.5	29.8	2.50	20.00	55.6	18	6.4	N.C.	N.A.	4322	45.11	5778	60.31
1984	93.4	0.0	83.9	59.4	78.0	41.7	2.50	20.00	55.6	18	3.1	N.C.	N.A.	4020	43.04	5375	57.55
Fishing & Hunting																	
B. C. OUTDOORS																	
1988	35.1	0.0	84.2	17.7	60.7	13.5	2.75	21.95	20.2	10	.0	N.C.	N.A.	2228	63.48	2790	79.49
1987	40.2	0.0	87.0	27.5	48.4	6.4	2.50	21.95	12.2	10	.0	N.C.	N.A.	2082	51.79	2525	62.81
1986	40.8	0.0	85.2	29.6	51.3	12.4	2.25	17.95	20.2	10	.9	N.C.	N.A.	1690	41.42	2215	54.29
1985	32.5	0.0	81.8	20.8	73.4	44.1	2.25	15.95	29.1	10	1.3	N.C.	N.A.	1556	47.88	2081	64.03
1984	32.6	0.0	81.0	18.6	69.0	76.5	2.25	15.95	29.1	10	1.4	N.C.	N.A	1496	45.89	2021	61.99

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Fishing & Hunting (cont.)																	
EASTERN WOODS & WATERS*																	
1988	16.6	0.0	73.9	10.0	52.1	0.0	2.75	16.95	23.0	8	1.2	N.C.	N.A.	1250	75.30	1875	112.95
1987	13.4	0.0	71.6	13.1	64.6	0.0	2.25	16.95	25.6–	6	1.0	N.C.	N.A.	1250	93.28	1875	139.93
1986																	
1985																	
1984																	
ONTARIO OUT OF DOORS																	
1988	57.6	0.0	83.2	32.7	56.5	10.3	2.50	23.95	4.2	10	3.4	N.C.	N.A.	2933	50.92	3485	60.50
1987	55.7	0.0	84.7	34.6	28.0	14.6	2.50	22.95	8.2	10	3.9	N.C.	N.A.	2794	50.16	3319	59.59
1986	58.5	0.0	85.3	35.2	61.9	35.1	2.00	19.95	0.3	10	6.5	N.C.	N.A	2540	43.42	3065	52.39
1985	52.4	0.0	83.0	31.0	59.2	30.9	2.00	19.95	0.3	10	.0	N.C.	N.A	2085	39.79	2585	49.33
1984	51.2	0.0	85.7	27.8	65.8	47.4	2.50	19.95	20.2	10	.0	N.C.	N.A.	2085	40.72	2585	50.49
OUTDOOR CANADA																	
1988	137.0	0.0	93.0	100.3	16.6	5.2	2.95	22.00	17.1	9	12.4	N.C.	N.A.	6000	43.80	7000	51.09
1987#	142.4	0.0	93.2	77.5	22.6	0.4	2.95	17.00	36.0	9	6.8	N.C.	N.A.	5800	40.73	6800	47.75
1986#	146.4	0.0	92.1	79.4	23.5	11.9	2.50	14.00	30.0	8	19.8	143.0	1	5345	36.51	6320	43.17
1985#	141.6	0.0	93.0	87.0	67.5	36.5	1.95	12.97	16.9	8	24.8	133.0	0	5345	37.75	5940	41.95
1984	131.6	0.0	93.2	83.2	76.6	30.7	1.75	11.77	15.9	8	21.2	113.0	0	3940	29.94	4665	35.45
WESTERN SPORTSMAN																	
1988	30.5	0.0	89.5	14.8	88.0	0.0	2.50	12.95	13.7	6	.0	N.C.	N.A.	1430	46.89	1930	63.28
1987	30.4	0.0	89.8	15.0	88.7	0.0	2.50	12.95	13.7	6	.0	N.C.	N.A.	1365	44.90	1865	61.35
1986	43.0	0.0	61.7	16.6	93.9	0.0	2.50	11.95	20.3	6	.0	N.C.	N.A.	1253	29.14	1753	40.77
1985	27.5	0.0	91.5	15.4	88.0	0.0	2.50	10.95	27.0	6	.0	N.C.	N.A.	1150	41.82	1600	58.18
1984	26.4	0.0	92.7	9.9	88.8	0.0	2.50	10.95	9.5–	4	.0	N.C.	N.A.	963	36.48	1413	53.52
Food & Beverage																	
CANADIAN LIVING'S FOOD MAGAZINE																	
1988	130.4	0.0	36.0	74.9	81.1	0.0	3.50	17.50	16.7	6	.0	N.C.	N.A.	N.A.		7780	59.66
1987	155.3	0.0	21.0	35.8	88.6	2.6	3.50	14.98	28.7	6	.0	N.C.	N.A.	N.A.		7555	48.65
1986																	
1985																	
1984																	
General Interest																	
ATLANTIC INSIGHT																	
1988	38.5	0.0	94.4	27.3	1.7	0.0	1.95	22.00	6.0	12	3.2	N.C.	N.A.	2998	77.87	3990	103.64
1987	36.9	0.0	93.4	29.7	1.8	0.1	1.95	22.00	6.0	12	2.7	N.C.	N.A.	2855	77.37	3800	102.98
1986	37.7	0.0	91.9	27.6	3.0	1.0	1.95	22.00	6.0	12	7.7	N.C.	N.A.	2735	72.55	3640	96.55
1985	42.2	0.0	93.7	30.3	0.3	1.6	1.95	22.00	6.0	12	10.7	N.C.	N.A.	2610	61.85	3475	82.35
1984	52.6	0.0	92.3	31.9	0.2	41.7	1.95	22.00	6.0	12	6.1	N.C.	N.A.	2610	49.62	3475	66.06

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General Interest (cont.)																	
EQUINOX - THE MAGAZINE OF CANADIAN DISCOVERY																	
1988	162.2	0.0	92.2	147.6	77.6	0.2	3.95	18.00	24.1	6	2.7	N.C.	N.A.	6015	37.08	8410	51.85
1987	163.9	0.0	92.6	120.4	49.0	0.0	3.50	18.00	14.3	6	5.4	160.0	1	5730	34.96	8010	48.87
1986	164.5	0.0	92.1	125.0	29.7	13.3	3.50	21.00	0.0	6	11.4	160.0	1	5730	34.83	8010	48.69
1985	162.2	0.0	93.2	141.9	35.1	31.8	3.50	17.00	19.0	6	19.3	600.0	0	5560	34.28	7775	47.93
1984	146.3	0.0	92.1	135.7	48.1	4.0	3.50	17.00	19.0	6	7.2	145.0	2	5400	36.91	7550	51.61
HARROWSMITH MAGAZINE																	
1988	156.5	0.0	89.1	149.7	85.7	0.2	3.50	16.00	23.8	6	.0	N.C.	N.A.	4910	31.37	6640	42.43
1987	157.8	0.0	89.2	118.6	36.0	18.2	3.00	16.00	11.1	6	3.4	150.0	0	4675	29.63	6320	40.05
1986	155.1	0.0	87.8	138.2	30.3	3.6	3.00	15.00	16.7	6	18.9	150.0	0	4675	30.14	6320	40.75
1985	153.4	0.0	87.1	138.5	45.2	28.5	3.00	15.00	16.7	6	13.6	N.C.	N.A.	4370	28.49	5910	38.53
1984	144.6	0.0	86.0	100.8	68.3	0.0	3.00	15.00	16.7	6	8.0	145.0	2	4125	28.53	5575	38.55
LEGION MAGAZINE																	
1988	522.5	0.0	100.0	626.9	100.0	84.9	1.00	4.00	60.0	10	.0	N.C.	N.A.	8065	15.44	9500	18.18
1987	521.6	0.0	100.0	1152.6	100.0	0.0	1.00	4.00	60.0	10	.0	N.C.	N.A.	7755	14.87	9135	17.51
1986	536.0	0.0	100.0	593.7	100.0	0.0	1.00	4.00	63.6	11	.0	N.C.	N.A	7755	14.47	9135	17.04
1985	546.6	0.0	100.0	598.7	100.0	0.0	1.00	4.00	66.7	12	.0	N.C.	N.A.	7455	13.64	8785	16.07
1984	547.1	0.0	100.0	602.6	100.0	0.0	1.00	3.00	75.0	12	.0	N.C.	N.A.	7100	12.98	8365	15.29
THE READER'S DIGEST CANADIAN ENGLISH EDITION																	
1988	1302.6	0.0	94.0	1135.7	40.5	47.3	2.25	23.46	13.1	12	38.7	N.C.	N.A.	18045	13.85	23295	17.88
1987	1317.7	0.0	93.8	1218.2	45.2	32.0	2.25	22.46	16.8	12	15.7	N.C.	N.A.	16525	12.54	21330	16.19
1986	1347.8	0.0	93.8	1201.4	49.1	32.4	1.95	20.46	12.6	12	50.1	N.C.	N.A	16525	12.26	21330	15.83
1985	1351.6	0.0	93.5	1310.2	46.9	35.4	1.69	18.96	6.5	12	91.0	N.C.	N.A	15740	11.65	20315	15.03
1984	1312.8	0.0	93.0	1216.3	38.5	25.2	1.69	16.57	18.3	12	62.3	N.C.	N.A.	14850	11.31	19165	14.60
SATURDAY NIGHT																	
1988	112.8	0.0	93.9	60.8	24.2	2.9	2.95	28.00	20.9	12	8.8	N.C.	N.A.	5065	44.90	7250	64.27
1987	127.9	0.0	94.0	53.5	19.4	5.5	2.75	28.00	15.2	12	1.7	N.C.	N.A.	5065	39.60	7250	56.68
1986	132.1	0.0	95.0	83.3	42.1	1.8	2.75	28.00	15.2	12	6.0	N.C.	N.A.	4825	36.53	6905	52.27
1985	136.3	0.0	95.7	61.7	37.3	0.3	2.75	28.00	15.2	12	3.8	N.C.	N.A.	4640	34.04	6320	46.37
1984	138.6	0.0	94.9	59.8	45.3	1.8	3.25	33.00	15.4	12	3.6	N.C.	N.A.	4060	29.29	4870	35.14
Homes																	
CANADIAN WORKSHOP																	
1988	100.0	0.0	96.4	131.6	28.7	34.3	2.75	23.95	27.4	12	.2	95.0	3	3855	38.55	4825	48.25
1987	86.0	0.0	95.5	85.7	24.9	14.1	2.50	21.95	26.8	12	1.4	N.C.	N.A.	3355	39.01	4195	48.78
1986	80.4	0.0	95.6	76.2	23.5	22.8	2.25	21.95	18.7	12	.0	N.C.	N.A.	2995	37.25	3745	46.58
1985	80.9	0.0	94.7	109.3	63.6	34.4	2.25	21.00	22.2	12	.0	N.C.	N.A.	2800	34.61	3500	43.26
1984	65.1	0.0	90.8	99.8	51.3	38.5	2.25	21.00	22.2	12	.0	N.C.	N.A.	2360	36.25	2960	45.47

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Homes (cont.)																	
CITY & COUNTRY HOME																	
1988	88.1	0.0	93.5	79.1	1.1	0.0	3.00	22.50	25.0	10	.0	N.C.	N.A.	5490	62.32	7195	81.67
1987	87.2	0.0	93.1	92.9	1.7	6.7	2.50	22.50	10.0	10	.9	N.C.	N.A.	5490	62.96	7195	82.51
1986	81.9	0.0	90.9	71.3	41.5	63.2	3.00	20.00	16.7	8	8.0	N.C.	N.A.	5280	64.47	6920	84.49
1985	83.6	0.0	89.8	73.7	39.2	74.4	3.00	20.00	16.7	8	5.6	N.C.	N.A.	5030	60.17	6590	78.83
1984	95.6	0.0	90.3	73.1	0.4	1.0	3.00	24.00	0.0	8	20.9	N.C.	N.A.	4790	50.10	6275	65.64
SELECT HOMES																	
1988	114.4	0.0	92.9	80.2	12.6	1.4	2.95	14.95	27.6	7	5.2	N.C.	N.A.	6290	54.98	7860	68.71
1987	122.4	0.0	93.0	91.7	73.5	1.8	2.50	15.00	25.0	8	14.0	N.C.	N.A.	5650	46.16	7060	57.68
1986																	
1985																	
1984																	
News																	
ALBERTA/WESTERN REPORT																	
1988	53.7	0.0	94.1	47.2	100.0	17.4	2.00	64.00	38.5	52	.0	N.C.	N.A.	2485	46.28	3435	63.97
1987	56.8	0.0	93.6	47.1	100.0	8.4	2.00	64.00	38.5	52	.0	N.C.	N.A.	2365	41.64	3270	57.57
1986	56.0	0.0	94.2	54.1	100.0	8.4	2.00	59.00	43.3	52	.0	N.C.	N.A.	2365	42.23	3270	58.39
1985	58.2	0.0	94.2	55.6	100.0	3.3	2.00	59.00	43.3	52	.0	N.C.	N.A.	2365	40.64	3270	56.19
1984	59.0	0.0	93.7	56.0	100.0	1.5	2.00	57.00	46.2	53	.0	N.C.	N.A.	2365	40.08	3270	55.42
MACLEAN'S - CANADA'S WEEKLY NEWSMAGAZINE																	
1988	620.3	0.0	97.6	444.9	27.3	38.6	2.00	45.50	56.3	52	7.9	615.0	3	16475	26.56	21675	34.94
1987	649.1	0.0	97.7	428.7	42.6	45.8	1.75	45.50	50.0	52	31.0	645.0	7	15240	23.48	20660	31.83
1986	649.0	0.0	97.5	440.0	54.8	54.6	1.75	39.00	57.1	52	53.9	645.0	2	14725	22.69	19965	30.76
1985	649.0	0.0	97.2	440.7	51.1	48.8	1.75	39.00	57.1	52	40.9	645.0	5	14020	21.60	19010	29.29
1984	644.5	0.0	96.9	458.3	44.0	55.1	1.50	32.50	59.1	53	14.7	N.C.	N.A.	13285	20.61	18015	27.95
TIME - THE WEEKLY NEWSMAGAZINE IN CANADA																	
1988	347.8	0.0	92.9	416.0	43.5	64.3	2.25	66.04	43.6	52	3.9	335.0	11	7590	21.82	11954	34.37
1987	340.2	0.0	92.6	350.5	55.9	61.1	2.25	62.00	47.0	52	13.3	335.0	19	7160	21.05	11277	33.15
1986	360.8	0.0	93.0	420.2	55.4	68.1	2.25	62.00	47.0	52	2.2	335.0	17	6900	19.12	10870	30.13
1985	337.9	0.0	92.2	386.2	63.1	58.2	2.25	62.00	48.0	53	6.8	335.0	0	5820	17.22	9165	27.12
1984	355.8	0.0	91.5	428.5	60.9	39.4	1.75	58.25	37.2	53	2.8	335.0	0	5820	16.36	9165	25.76
Sports & Recreation																	
HOCKEY NEWS, THE																	
1988	107.7	0.0	74.9	68.8	91.0	3.9	1.95	37.95	53.7	42	.0	N.C.	N.A.	1750	16.25	2350	21.82
1987	110.4	0.0	75.6	73.7	94.0	12.0	1.75	29.95	57.2	40	.0	N.C.	N.A.	1590	14.40	2190	19.84
1986	106.2	0.0	74.9	71.6	77.6	4.3	1.50	24.95	59.4	41	.0	N.C.	N.A.	1515	14.27	2115	19.92
1985	108.1	0.0	75.9	66.9	67.8	8.2	1.50	24.95	57.4	39	.0	N.C.	N.A.	1835	16.98	2435	22.53
1984	108.6	0.0	76.5	70.5	73.9	2.2	1.50	24.95	58.4	40	.0	N.C.	N.A.	1815	16.71	2315	21.32

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Sports & Recreation (cont.)																	
INSIDE HOCKEY*																	
1988	34.5	0.0	40.4	10.6	80.3	0.0	3.50	19.95	14.0–	5	1.4	33.3	1	1952	56.58	2440	70.72
1987																	
1986																	
1985																	
1984																	
SKI CANADA*																	
1988	49.0	0.0	80.2	23.0	22.5	19.8	3.00	17.50	2.8	6	2.2	N.C.	N.A.	3550	72.45	4440	90.61
1987																	
1986																	
1985																	
1984																	
Travel																	
TRAVEL A'LA CARTE																	
1988	110.4	0.0	100.0	130.3	100.0	23.0	2.50	12.00	20.0	6	.0	N.C.	N.A.	5035	45.61	6940	62.86
1987	105.4	0.0	100.0	131.3	99.8	29.1	2.50	12.00	4.0	5	.0	N.C.	N.A.	4576	43.42	6310	59.87
1986																	
1985																	
1984																	
TV & Radio																	
NEWFOUNDLAND HERALD, THE																	
1988	41.4	0.0	3.2	2.3	59.2	0.0	1.00	39.00	26.4	53	.0	N.C.	N.A.	940	22.71	1390	33.57
1987	39.3	0.0	2.5	1.3	100.0	0.0	1.00	41.00	21.2	52	.0	N.C.	N.A.	890	22.65	1328	33.79
1986	36.8	0.0	3.0	1.4	100.0	0.0	1.00	41.00	21.2	52	.0	N.C.	N.A.	890	24.18	1328	36.09
1985	36.3	0.0	2.9	1.6	100.0	0.0	1.00	41.00	21.2	52	.0	N.C.	N.A.	965	26.58	1680	46.28
1984	35.9	0.0	2.7	1.5	100.0	0.0	1.00	45.00	13.5	52	.0	N.C.	N.A.	910	25.35	1585	44.15
TV GUIDE																	
1988	810.3	0.0	52.4	478.3	32.5	10.7	1.00	35.98	32.1	53	1.4	N.C.	N.A.	10230	12.62	14970	18.47
1987	806.1	0.0	51.7	493.4	75.1	11.3	0.95	33.98	31.2	52	7.8	N.C.	N.A.	9720	12.06	14465	17.94
1986	820.6	0.0	25.9	471.1	85.6	5.4	0.85	33.98	23.1	52	51.4	N.C.	N.A.	11288	13.76	14110	17.19
1985	802.2	0.0	48.1	466.3	93.6	5.0	0.85	31.98	27.6	52	53.8	N.C.	N.A.	10750	13.40	13440	16.75
1984	808.4	0.0	42.1	430.7	76.7	10.1	0.79	29.98	27.0	52	9.7	N.C.	N.A.	10240	12.67	12800	15.83
Women's																	
CANADIAN LIVING																	
1988	546.3	0.0	63.3	378.7	49.5	3.3	2.25	21.98	24.9	13	.0	N.C.	N.A.	14344	26.26	16875	30.89
1987	525.5	0.0	61.8	364.1	84.6	3.3	1.99	17.98	30.5	13	.0	N.C.	N.A.	13280	25.27	15625	29.73
1986	518.6	0.0	58.6	312.5	96.2	3.8	1.99	16.98	34.4	13	.0	N.C.	N.A.	12710	24.51	14950	28.83
1985	509.8	0.0	54.1	325.4	99.2	4.4	1.79	16.98	27.0	13	.0	N.C.	N.A.	11990	23.52	14105	27.67
1984	475.1	0.0	45.9	265.1	99.2	0.2	1.79	15.98	31.3	13	.0	N.C.	N.A.	9915	20.87	11660	24.54

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CHATELAINE																	
1988	1006.2	0.0	93.2	622.7	22.3	19.6	2.00	15.00	37.5	12	35.2	1000.0	7	21395	21.26	27420	27.25
1987	1050.8	0.0	93.1	650.7	16.1	35.5	2.00	15.00	37.5	12	18.5	1025.0	7	19175	18.25	24580	23.39
1986	1099.6	0.0	92.3	648.4	17.6	50.5	2.00	14.00	41.7	12	107.4	1100.0	5	19175	17.44	24580	22.35
1985	1102.6	0.0	92.4	553.1	39.9	40.4	1.75	12.00	42.9	12	93.8	1100.0	0	18260	16.56	23410	21.23
1984	1092.0	0.0	92.5	529.6	37.2	43.2	1.50	12.00	33.3	12	9.2	N.C.	N.A.	17390	15.92	22295	20.42
CRAFTS PLUS																	
1988	91.6	0.0	97.1	169.2	62.2	44.8	2.00	14.95	6.6	8	.0	110.0	5	1900	20.74	2500	27.29
1987																	
1986																	
1985																	
1984																	
FLARE																	
1988	224.4	0.0	87.8	103.3	41.0	27.2	2.50	16.00	46.7	12	1.2	220.0	4	7455	33.22	9980	44.47
1987	224.6	0.0	86.6	120.3	37.7	25.4	2.25	16.00	40.7	12	7.2	220.0	2	6940	30.90	9290	41.36
1986	223.2	0.0	87.3	103.9	41.4	38.7	2.00	16.00	33.3	12	23.1	210.0	0	6555	29.37	8775	39.31
1985	214.5	0.0	88.0	91.4	50.1	48.5	2.00	14.00	41.7	12	4.5	205.0	0	6140	28.62	8220	38.32
1984	213.6	0.0	87.8	92.4	39.9	41.8	1.50	10.00	39.4	11	.0	N.C.	N.A.	5690	26.64	7620	35.67
ORAH																	
1988	13.7	0.0	100.0	4.5	100.0	0.0	0.00	16.00	0.0	3	.0	N.C.	N.A.	593	43.28	N.A.	
1987	13.8	0.0	100.0	3.3	100.0	0.0	0.00	2.05	0.0	3	.0	N.C.	N.A.	593	42.97	N.A.	
1986	14.6	0.0	100.1	4.8	100.0	0.0	0.00	2.05	0.0	5	.0	N.C.	N.A.	593	40.62	N.A.	
1985	13.7	0.0	100.0	5.7	100.0	0.0	0.00	2.05	0.0	4	.8	N.C.	N.A.	593	43.28	N.A.	
1984	14.2	0.0	100.0	4.5	100.0	0.0	0.00	2.05	0.0	5	5.1	N.C.	N.A.	593	41.76	N.A.	
TORONTO LIFE FASHION																	
1988	141.0	0.0	90.3	54.4	15.1	0.3	2.25	12.00	40.7	9	5.0	150.0	8	5990	42.48	7490	53.12
1987	134.8	0.0	86.6	52.2	9.3	0.0	2.00	11.95	14.6	7	1.3	N.C.	N.A.	5990	44.44	7490	55.56
1986																	
1985																	
1984																	

CANADIAN (ENGLISH) FIVE YEAR TREND INDICES BY CLASSIFICATION

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
Boating & Yachting				
1988	87.7	88.4	85.3	74.5
1987	94.3	95.4	90.5	79.7
1986	96.4	97.9	91.6	96.4
1985	95.7	98.8	85.3	98.0
1984	100.0	100.0	100.0	100.0
Business & Finance				
1988	98.4	97.6	114.6	132.2
1987	99.6	97.8	138.2	110.4
1986	100.9	99.6	129.2	109.7
1985	101.6	100.4	127.0	97.0
1984	100.0	100.0	100.0	100.0
City Magazines				
1988	105.0	106.0	100.0	125.6
1987	104.7	103.1	113.3	133.8
1986	104.2	102.9	110.7	116.8
1985	102.6	103.3	98.7	117.8
1984	100.0	100.0	100.0	100.0
Fishing & Hunting				
1988	114.5	112.4	132.9	125.8
1987	116.7	115.8	124.7	120.2
1986	119.4	113.1	175.7	115.3
1985	105.0	104.4	111.1	110.5
1984	100.0	100.0	100.0	100.0
Food & Beverage				
1988	0.0	0.0	0.0	0.0
1987	0.0	0.0	0.0	0.0
1986	0.0	0.0	0.0	0.0
1985	0.0	0.0	0.0	0.0
1984	0.0	0.0	0.0	0.0
General Interest				
1988	98.0	98.7	86.8	100.0
1987	99.3	99.9	89.6	125.4
1986	101.3	101.9	92.8	101.0
1985	102.1	102.6	94.4	106.3
1984	100.0	100.0	100.0	100.0

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
Homes				
1988	188.2	196.1	113.7	168.2
1987	183.9	190.6	120.9	156.3
1986	101.0	104.1	71.9	85.3
1985	102.4	104.3	83.7	105.8
1984	100.0	100.0	100.0	100.0
News				
1988	96.5	97.4	79.4	96.3
1987	98.8	99.7	81.1	87.6
1986	100.6	101.6	82.9	97.0
1985	98.7	99.2	89.1	93.6
1984	100.0	100.0	100.0	100.0
Sports & Recreation				
1988	176.1	161.1	224.7	145.2
1987	101.7	100.5	105.5	104.5
1986	97.8	95.7	104.7	101.6
1985	99.5	98.7	102.4	94.9
1984	100.0	100.0	100.0	100.0
Travel				
1988	0.0	0.0	0.0	0.0
1987	0.0	0.0	0.0	0.0
1986	0.0	0.0	0.0	0.0
1985	0.0	0.0	0.0	0.0
1984	0.0	0.0	0.0	0.0
TV & Radio				
1988	100.9	124.8	84.7	111.2
1987	100.1	122.4	85.0	114.5
1986	101.6	62.6	128.0	109.3
1985	99.3	113.4	89.8	108.3
1984	100.0	100.0	100.0	100.0
Women's				
1988	112.7	119.6	85.7	149.5
1987	108.6	113.9	88.1	133.5
1986	103.4	106.9	89.8	120.0
1985	102.5	104.7	94.1	109.4
1984	100.0	100.0	100.0	100.0

See Page 47 for Listing of Publications by Classification

FRENCH

Boating & Yachting

QUEBEC YACHTING VOILE & MOTEUR*

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
1988	8.0	0.0	70.5	3.4	98.8	32.1	2.95	19.50	17.4	8	.2	N.C.	N.A.	1430	178.75	2080	260.00
1987	8.0	0.0	71.4	2.6	100.0	0.0	2.75	19.50	11.4	8	.1	N.C.	N.A.	1350	168.75	1950	243.75
1986	7.1	0.0	75.7	3.5	99.9	0.0	2.75	19.50	21.2	9	.8	N.C.	N.A.	1310	184.51	N.A.	
1985	6.7	0.0	74.3	1.6	97.8	0.0	2.75	19.50	77.3–	4	.2	N.C.	N.A.	1270	189.55	1870	279.10
1984																	

Fishing & Hunting

SENTIER CHASSE-PECHE

1988	73.1	0.0	74.0	29.1	99.9	54.3	3.00	28.25	14.4	11	.0	N.C.	N.A.	3840	52.53	4725	64.64
1987	73.6	0.0	73.5	25.6	98.0	50.7	2.95	26.00	26.6	12	.0	N.C.	N.A.	3655	49.66	4495	61.07
1986	73.4	0.0	75.5	31.1	100.0	99.6	2.95	26.00	19.9	11	.0	N.C.	N.A.	3480	47.41	4280	58.31
1985	70.0	0.0	75.4	28.6	100.0	100.0	2.95	26.00	19.9	11	.0	N.C.	N.A.	3250	46.43	4000	57.14
1984	71.9	0.0	75.1	33.4	100.0	51.8	2.75	23.00	24.0	11	.0	N.C.	N.A.	3250	45.20	4000	55.63

Food & Beverage

COUP DE POUCE EXTRA*

1988	39.3	0.0	0.0	0.0	0.0	0.0	3.50	0.00	0.0	6	.0	N.C.	N.A.	N.A.		2440	62.09
1987	47.7	0.0	0.0	0.0	0.0	0.0	2.99	0.00	0.0	6	.0	N.C.	N.A.	N.A.		2300	48.22
1986	59.2	0.0	0.0	0.0	0.0	0.0	2.99	0.00	0.0	6	.0	N.C.	N.A.	N.A.		2300	38.85
1985	96.0	0.0	0.0	0.0	0.0	0.0	2.99	0.00	0.0	1	.0	N.C.	N.A.	N.A.		2300	23.96
1984																	

SEL ET POIVRE*

1988	27.8	0.0	47.5	10.4	65.9	32.1	2.95	22.95	22.2	10	.0	N.C.	N.A.	2510	90.29	3010	108.27
1987	27.8	0.0	43.3	11.7	4.4	26.3	2.95	22.95	35.2	12	.0	N.C.	N.A.	2390	85.97	2865	103.06
1986																	
1985																	
1984																	

General Interest

CROC

1988	79.6	0.0	20.4	15.1	100.0	83.8	2.95	26.95	23.9	12	.0	N.C.	N.A.	3540	44.47	2970	37.31
1987	76.8	0.0	20.1	16.4	100.0	0.0	2.95	26.95	23.9	12	.0	N.C.	N.A.	2750	35.81	3280	42.71
1986	73.4	0.0	20.4	17.9	100.0	0.0	2.75	24.00	27.3	12	.0	N.C.	N.A.	2425	33.04	2890	39.37
1985	78.2	0.0	14.9	12.1	100.0	0.0	2.50	24.00	20.0	12	.0	N.C.	N.A.	2310	29.54	2750	35.17
1984	73.3	0.0	18.2	13.2	100.0	0.0	2.50	21.00	30.0	12	.0	N.C.	N.A.	2100	28.65	2500	34.11

L'ACTUALITE

1988	262.9	0.0	91.9	151.4	27.5	30.3	2.50	15.00	50.0	12	9.3	260.0	2	7600	28.91	9995	38.02
1987	264.9	0.0	91.6	131.3	24.0	40.7	2.00	15.00	37.5	12	2.8	260.0	0	7005	26.44	9215	34.79
1986	266.9	0.0	45.5	118.2	20.7	55.4	2.00	14.00	41.7	12	5.4	260.0	0	6575	24.63	8650	32.41
1985	265.7	0.0	92.7	107.3	30.6	56.2	1.75	12.00	42.9	12	14.0	260.0	0	6205	23.35	8165	30.73
1984	262.9	0.0	93.7	95.4	38.4	60.2	1.50	12.00	33.3	12	2.2	N.C.	N.A.	5905	22.46	7775	29.57

*See Special Notes - Page 7

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
General Interest (cont.)																	
SELECTION DU READER'S DIGEST																	
1988	349.2	0.0	93.3	329.8	29.7	61.4	2.25	23.46	13.1	12	18.3	N.C.	N.A.	6915	19.80	8455	24.21
1987	359.3	0.0	93.3	335.0	26.2	42.1	2.25	22.46	16.8	12	21.0	N.C.	N.A.	6330	45.99	7740	59.37
1986	378.1	0.0	93.7	368.1	28.4	42.3	1.95	20.46	12.6	12	43.7	N.C.	N.A.	6330	16.74	7740	20.47
1985	380.8	0.0	93.1	388.7	23.4	53.7	1.69	18.96	6.5	12	29.0	N.C.	N.A.	6030	15.84	7350	19.30
1984	348.3	0.0	92.8	361.8	43.0	39.0	1.69	16.57	18.3	12	26.6	N.C.	N.A.	5385	15.46	6580	18.89
Health																	
SANTE*																	
1988	30.1	0.0	47.4	13.3	4.3	31.1	2.95	22.95	22.2	10	.0	N.C.	N.A.	2325	77.24	2800	93.02
1987	29.3	0.0	36.0	11.2	12.1	16.3	2.95	22.95	29.3	11	.0	N.C.	N.A.	1970	67.24	2425	82.76
1986																	
1985																	
1984																	
Homes																	
DECORATION CHEZ-SOI																	
1988	62.7	0.0	40.3	22.5	12.2	25.5	2.95	25.95	20.0	11	.0	N.C.	N.A.	3885	61.96	3885	61.96
1987	65.0	0.0	34.7	18.2	26.1	31.6	2.95	25.95	20.0	11	.0	N.C.	N.A.	N.A.		3700	56.92
1986	64.9	0.0	29.9	15.3	82.2	0.0	2.75	23.95	20.8	11	.0	N.C.	N.A.	N.A.		3520	54.24
1985	64.9	0.0	31.2	14.7	92.8	0.0	2.50	24.00	12.7	11	.0	N.C.	N.A.	N.A.		3350	51.62
1984	67.2	0.0	33.8	16.9	94.6	0.0	2.50	24.00	20.0	12	.9	N.C.	N.A.	N.A.		3350	49.85
LES IDEES DE MA MAISON																	
1988	86.7	0.0	43.7	25.0	7.8	7.9	2.95	24.00	18.6	10	.0	N.C.	N.A.	N.A.		4285	49.42
1987	92.7	0.0	42.1	25.8	11.1	17.9	2.95	24.00	18.6	10	.0	N.C.	N.A.	N.A.		3950	42.61
1986	89.9	0.0	41.9	26.5	29.1	25.5	2.75	24.00	12.7	10	.0	N.C.	N.A.	N.A.		3825	42.55
1985	73.6	0.0	30.7	25.9	44.1	64.5	2.50	24.00	12.7	11	.0	N.C.	N.A.	N.A.		2750	37.36
1984	52.5	0.0	16.0	13.9	66.8	39.0	2.50	24.00	20.0	12	.0	N.C.	N.A.	N.A.		2750	52.38
PLANS DE MAISONS DU QUEBEC*																	
1988	29.6	0.0	26.1	5.4	23.5	60.3	3.95	12.95	18.0	4	.0	N.C.	N.A.	1675	56.59	2310	78.04
1987	28.9	0.0	23.3	5.1	71.1	0.0	3.95	12.95	18.0	4	.0	N.C.	N.A.	1595	55.19	2200	76.12
1986																	
1985																	
1984																	
RENOVATION BRICOLAGE																	
1988	37.4	0.0	69.1	23.0	5.5	69.9	2.95	27.95	13.9	11	.0	N.C.	N.A.	2805	75.00	3285	87.83
1987	36.8	0.0	72.1	22.9	26.1	19.8	2.95	27.95	21.0	12	.0	N.C.	N.A.	2670	72.55	3125	84.92
1986	37.3	0.0	67.4	23.7	83.4	0.0	2.95	25.95	26.7	12	.0	N.C.	N.A.	2205	59.12	2705	72.52
1985	35.8	0.0	68.2	19.2	90.2	0.0	2.75	26.00	21.2	12	.0	N.C.	N.A.	2100	58.66	2575	71.93
1984	39.1	0.0	66.5	21.9	84.4	0.0	2.50	24.00	20.0	12	.5	N.C.	N.A.	2100	53.71	2575	65.86

*See Special Notes - Page 7

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
Science & Technology																	
QUEBEC SCIENCE																	
1988	19.4	0.0	78.7	11.2	97.8	0.0	3.25	28.00	21.7	11	.5	N.C.	N.A.	1600	82.47	2125	109.54
1987	20.1*	0.0	77.3	9.5	99.7	0.0	2.95	25.00	23.00	11	.4	N.C.	N.A.	1600	79.60	2125	105.72
1986	19.6	0.0	77.4	14.2	98.9	0.0	2.95	25.00	29.4	12	.0	N.C.	N.A.	1600	81.63	2125	108.42
1985	20.0	0.0	73.6	10.7	89.6	0.0	2.95	25.00	29.4	12	.0	N.C.	N.A.	1500	75.00	1900	95.00
1984	19.9	0.0	77.0	12.0	99.1	0.0	2.95	25.00	29.4	12	.0	N.C.	N.A.	1500	75.38	1900	95.48
TV & Radio																	
TV PLUS																	
1988	19.7	0.0	1.1	0.2	54.3	0.0	0.90	37.44	23.0	54	.0	N.C.	N.A.	300	15.23	N.A.	
1987	21.6	0.0	0.9	0.2	15.6	0.0	0.85	37.44	15.3	52	.0	N.C.	N.A.	280	12.96	N.A.	
1986	22.7	0.0	0.3	0.2	58.9	0.0	0.85	37.44	15.3	52	.0	N.C.	N.A.	265	11.67	N.A.	
1985	23.9	0.0	0.5	0.1	100.0	0.0	0.85	37.44	15.3	52	.0	N.C.	N.A.	265	11.09	N.A.	
1984	24.9	0.0	0.6	0.1	100.0	0.0	0.80	37.44	10.0	52	.0	N.C.	N.A.	250	10.04	N.A.	
Women's																	
CHATELAINE																	
1988	265.8	0.0	93.1	135.9	34.9	42.2	2.00	15.00	37.5	12	16.4	260.0	5	7210	27.13	9260	34.84
1987	283.0	0.0	92.9	149.0	19.7	48.0	2.00	15.00	37.5	12	9.2	275.0	6	6560	23.18	8420	29.75
1986	299.2	0.0	92.8	144.7	19.5	65.1	2.00	14.00	41.7	12	31.8	300.0	5	6550	21.89	8420	28.14
1985	303.3	0.0	92.7	143.8	41.9	67.2	1.75	12.00	42.9	12	22.4	300.0	1	6190	20.41	7945	26.20
1984	299.0	0.0	93.0	117.4	34.6	74.7	1.50	12.00	33.3	12	9.8	N.C.	N.A.	5895	19.72	7565	25.30
CLIN D'OEIL																	
1988	73.6	0.0	22.6	18.0	4.8	33.8	2.95	27.95	21.0	12	.0	N.C.	N.A.	4100	55.71	4520	61.41
1987	71.3	0.0	16.4	10.0	8.8	17.3	2.95	27.95	21.0	12	.0	N.C.	N.A.	3905	54.77	4305	60.38
1986	68.1	0.0	13.1	7.9	72.6	0.0	2.95	30.95	19.3	13	.0	N.C.	N.A.	3210	47.14	3720	54.63
1985	74.7	0.0	15.9	10.0	99.9	0.0	2.95	32.00	16.6	13	.0	N.C.	N.A.	3000	40.16	3475	46.52
1984	85.3	0.0	15.0	10.1	96.1	0.0	2.95	28.00	27.0	13	1.4	N.C.	N.A.	2545	29.84	3020	35.40
COUP DE PEIGNE																	
1988	28.3	0.0	7.0	1.4	38.0	8.6	3.50	11.00	21.4	4	.0	N.C.	N.A.	2090	73.85	2560	90.46
1987	30.1	0.0	8.6	1.3	66.3	16.9	2.95	9.00	23.7	4	.0	N.C.	N.A.	1475	49.00	2075	68.94
1986	37.7	0.0	12.5	1.4	41.2	12.5	2.75	9.00	18.2	4	.0	N.C.	N.A.	1275	33.82	1825	48.41
1985	40.1	0.0	13.4	1.5	47.6	10.7	2.75	9.00	9.1–	3	.0	N.C.	N.A.	1275	31.80	1675	41.77
1984	42.7	0.0	9.3	6.5	0.4	43.5	2.50	12.00	20.0	6	.0	N.C.	N.A.	1275	29.86	1675	39.23
COUP DE POUCE*																	
1988	135.0	0.0	42.8	46.7	56.6	0.0	2.50	19.50	40.0	13	4.3	N.C.	N.A.	5202	38.53	6120	45.33
1987	141.2	0.0	45.5	52.5	0.6	0.0	2.25	26.33	10.0	13	5.0	N.C.	N.A.	5000	35.41	5885	41.68
1986	149.3	0.0	44.0	62.9	0.1	0.0	1.89	20.41	16.9	13	9.4	N.C.	N.A.	5000	33.49	5885	39.42
1985	173.4	0.0	43.2	38.4	0.0	0.0	1.89	20.41	10.0	12	10.1	N.C.	N.A.	5320	30.68	6260	36.10
1984	172.3	0.0	30.2	68.5	36.3	0.0	1.49	16.09	8.0–	10	3.6	N.C.	N.A.	3930	22.81	4625	26.84

*See Special Notes Page - 7

Women's (cont.)

FEMME PLUS*

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
1988	68.2	0.0	24.8	49.5	36.9	39.0	2.50	24.00	20.0	12	.9	N.C.	N.A.	3120	45.75	4165	61.07
1987																	
1986																	
1985																	
1984																	

FILLES D'AUJOURD HUI

1988	39.7	0.0	32.8	15.6	26.2	22.4	2.50	25.00	16.7	12	.0	N.C.	N.A.	1665	41.94	2135	53.78
1987	33.2	0.0	39.3	8.1	38.8	38.8	2.50	25.00	16.7	12	.0	N.C.	N.A.	1250	37.65	1650	49.70
1986	32.3	0.0	53.6	13.5	8.4	14.8	2.25	25.00	7.4	12	.0	N.C.	N.A.	1090	33.75	1490	46.13
1985	27.6	0.0	43.2	14.2	4.4	4.9	2.25	21.00	22.2	12	.0	N.C.	N.A.	1090	39.49	1490	53.99
1984	24.1	0.0	31.3	8.9	1.3	33.5	2.25	21.00	22.2	12	.0	N.C.	N.A.	980	40.66	1380	57.26

LE LUNDI

1988	105.2	0.0	27.0	52.0	83.6	74.6	1.89	69.00	29.8	52	.6	N.C.	N.A.	3300	31.37	4405	41.87
1987	101.6	0.0	21.1	42.6	99.8	54.8	1.79	65.00	30.2	52	.0	N.C.	N.A.	3145	30.95	4195	41.29
1986	95.2	0.0	14.4	20.1	100.0	80.2	1.79	65.00	30.2	52	.0	N.C.	N.A.	2995	31.46	3995	41.96
1985	93.4	0.0	11.6	13.5	100.0	100.0	1.69	60.00	31.7	52	.0	N.C.	N.A.	1940	20.77	3045	32.60
1984	99.1	0.0	12.9	12.0	100.0	100.0	1.50	66.66	14.5	52	.0	N.C.	N.A.	1870	18.87	2495	25.18

*See Special Notes - Page 7

CANADIAN (FRENCH) FIVE YEAR TREND INDICES BY CLASSIFICATION

Boating & Yachting

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1988	0.0	0.0	0.0	0.0
1987	0.0	0.0	0.0	0.0
1986	0.0	0.0	0.0	0.0
1985	0.0	0.0	0.0	0.0
1984	0.0	0.0	0.0	0.0

Fishing & Hunting

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1988	101.7	100.2	106.1	87.1
1987	102.4	100.2	108.9	76.6
1986	102.1	102.6	100.6	93.1
1985	97.4	97.8	96.1	85.6
1984	100.0	100.0	100.0	100.0

Food & Beverage

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1988	0.0	0.0	0.0	0.0
1987	0.0	0.0	0.0	0.0
1986	0.0	0.0	0.0	0.0
1985	0.0	0.0	0.0	0.0
1984	0.0	0.0	0.0	0.0

General Interest

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1988	101.1	100.1	106.3	105.5
1987	102.4	101.8	106.0	102.6
1986	105.0	84.2	223.9	107.2
1985	105.9	105.1	110.3	108.0
1984	100.0	100.0	100.0	100.0

Health

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1988	0.0	0.0	0.0	0.0
1987	0.0	0.0	0.0	0.0
1986	0.0	0.0	0.0	0.0
1985	0.0	0.0	0.0	0.0
1984	0.0	0.0	0.0	0.0

Homes

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1988	136.3	169.4	117.7	144.0
1987	140.7	166.0	126.5	136.6
1986	121.0	144.0	108.1	124.3
1985	109.8	117.7	105.3	113.5
1984	100.0	100.0	100.0	100.0

Science & Technology

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1988	97.5	100.0	89.1	93.3
1987	101.0	101.3	100.0	79.2
1986	98.5	99.3	95.7	118.3
1985	100.5	96.1	115.2	89.2
1984	100.0	100.0	100.0	100.0

TV & Radio

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1988	79.1	200.0	78.6	200.0
1987	86.7	200.0	86.3	200.0
1986	91.2	100.0	91.1	200.0
1985	96.0	100.0	96.0	100.0
1984	100.0	100.0	100.0	100.0

Women's

Year End. 12-31	Ave. Paid Circ.	Sub.	News-Stand	Total Subs. Sold
1988	99.1	104.1	93.9	142.8
1987	91.4	102.3	80.1	117.9
1986	94.4	105.7	82.7	112.1
1985	98.6	107.9	89.1	99.1
1984	100.0	100.0	100.0	100.0

See Page 47 for Listing of Publications by Classification

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